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THE NATIONAL NEWSPAPER OF MARKETING

$1,000,000 Oliver Account Shifts to F&S&R Agency

Farm Supplier Drops Buchen After 30 Years, Though Happy with Work

CHICAGO, March 9—Oliver Corp., manufacturer of agricultural and construction machinery, today switched its $1,000,000 advertising account from Buchen Advertising to Fuller & Smith & Ross, effective July 1.

Oliver had been a Buchen client for 30 years and was the agency's largest account. In an inter-office memo, Leon Morgan, Buchen president, praised the job that the account group had performed for Oliver, and lamented that the only reason he was given for the switch was a "change for change's sake."

Sam White Jr., president of Oliver, told ADVERTISING AGE that some 30 agencies were considered for the account, but only two were permitted to make presentations. Those two agencies were F&S&R and Compton Advertising, which made their presentations last week.

■ Mr. White said the decision to change agencies was made by him, but he declined to give any reasons. He said that Oliver was happy with Buchen's work, and admitted that he didn't give

(Continued on Page 105)

Delson Packaging Is Deceptive, Says Court in Reversal

Says Earlier Ruling on 'Protective' Paper Omits Deception Factor

WASHINGTON, March 9—The Food & Drug Administration's interest in "slack filled" food packages perked up noticeably this week when a court of appeals put fresh life into FDA's test case involving packaging of Delson thin mints (AA, Jan. 25, '60; Feb. 15, '60).

Delson was freed of the slack fill charges early last year, after a federal district court decided that special dividers in its candy packages were useful in protecting the candy. But the third circuit court of appeals said last week that the lower court had not given sufficient consideration to the likelihood that consumers would be deceived.

The Delson case now goes back to the district court for a new set of findings by the trial judge. If the instructions spelled out by the circuit court of appeals lead to a different result this time, FDA will go ahead with similar cases against two of Delson's competitors and will expand its "slack fill" drive into other areas of the food industry. Cereals, mixes and biscuits have been mentioned as

(Continued on Page 106)

Chock Full O' Nuts Seeks Successor to Grey Following Rift

NEW YORK, March 10—The week's most active coffee break—between Chock Full O'Nuts Corp. and Grey Advertising Agency—continued percolating today amid client charges that the agency "watered down" Chock's 1960 budget brew.

The split, individually announced by both parties on March 7, gave Grey 30 days' notice, according to the client version. The agency proclamation included 1960 Chock billings figures that upset the coffee pot and invited an official client charge.

According to Grey, which cited a "basic disagreement between client and agency over media philosophy," involving spots versus musical programs, Chock's 1960 billings were "more than $1,500,000 in 1960." In dismissing Grey, however, Chock mentioned a $3,000,000 budget, and fired back a breakdown. It set Chock's 1960 regular coffee figure at $1,826,643, not including $82,417 for its chain restaurant advertising. The statement said the company had a budget of $1,566,737 for the first half of 1961, plus promotion and couponing expenses totaling $600,000 (not through Grey), not counting restaurants.

■ On cue, the agency's accounting department reverified its original 1960 figure and said Chock's total was "100% inaccurate." Commenting on Chock's 1961 budget estimate of $3,000,000, an agency source said he doubted the client would spend that much. "Count the figures next January and see," he said.

Another source said Chock's inclinations toward network musical programming, charmed by a 28.3 Arbitron rating for a one-shot, 27-

(Continued on Page 12)

Fabulous Flights . . .

Champion Puts $837,488 in Ads for Big Contest

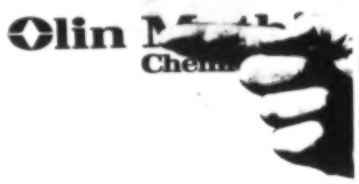
Plug Maker to Offer Prizes for Salesmen, Jobbers, Dealers, Users

DETROIT, March 9—Champion Spark Plug will launch a giant merchandising contest April 11 that will hit all levels of marketing and distribution, with six separate prize lists, covering every possible participating group.

Champion claims it will be the biggest contest "since Christopher Columbus," because it will reach so far into the marketing organization. Identical groups of 1,160 prizes will go to the winning consumers, the retail dealers who sell the winners, and the wholesale salesmen who sell to the winning dealers. First prize in each category will be the private use of an airliner for two weeks, with $5,000 tax-free spending money to boot.

An additional 1,160 "early bird"

(Continued on Page 105)



CALL ME OLIN—*As of April 10, Olin Mathieson Chemical Corp. will be just plain Olin, in a major streamlining of its corporate and brand lineup. The move is heralded in this ad in New York dailies (story on Page 10).*

Eastern Changes Pitch of Its Ads; Cuts Roar to Hum

Now-Truthful Terms Are 'Beaten Out of Shape,' Says Airline's Morrisette

NEW YORK, March 9—"We're going to try to avoid superlatives—even when we can justifiably claim them—because we don't believe they impress people anymore."

William J. Morrisette Jr., vp in charge of sales and advertising of Eastern Air Lines, made this statement today in announcing the scrapping of the hard-sell Rickenbacker "billboard-style" advertising that has long been used by Eastern.

"In place of promises," he added, "we're going to feature performance we can prove."

Eastern's new ad approach represents a major departure for the

(Continued on Page 98)

Arthritis Group Calls Parley on False Ads

Seeks Support for New Legal, Educational Attacks on Drug Ads

WASHINGTON, March 10—Representatives of a variety of government and private organizations met behind closed doors today as the Arthritis & Rheumatism Foundation looked for ways to intensify its drive on deceptive promotions for drugs, devices and remedies.

The National Assn. of Broadcasters, Direct Mail Advertising Assn. and Advertising Federation of America represented advertising media. On the guest list were such organizations as the American Cancer Society, Proprietary Assn., the National Better Business Bureau; American Medical Assn.; Federal Trade Commission; Food & Drug Administration; Post Office Department; and the New York state attorney general's office.

■ The meeting itself was given no advance publicity. Organized under the aegis of the association's national headquarters, the purpose

(Continued on Page 97)

N. Y. Unit to Talk with Admen

WASHINGTON, March 10—As the Arthritis Foundation meeting ended this afternoon, John O'Leary, executive director of the New York state chapter, said his chapter will act "within the next two weeks to invite representatives of advertising to a meeting to discuss voluntary measures to deal with deceptive advertising.

"The problem is extremely urgent," he said. "People who are in pain are being duped out of $250,000,000 annually. We have got to find a way to deal with this problem voluntarily, or there inevitably will be efforts to do it some other way." #

Researchers O.K. 1st Nielsen Media Service Report

CHICAGO, March 9—A. C. Nielsen & Co.'s much heralded—and disputed—Nielsen Media Service, described as a new tool to enable the advertiser to decide on the most effective combination of print and tv media, was put into the hands of subscribers this week.

A check by ADVERTISING AGE revealed that the subscribers, after a perusal of the report, are satisfied that it will do what Nielsen has claimed it will do.

Some doubt was cast on the efficacy of such a service last fall by a panel of agency and media researchers at a meeting of the New York chapter, American Marketing Assn. (AA, Oct. 10, '60).

Hostility toward the new services (a similar one is issued by Market Research Corp. of America) was exemplified by Tom Coffin, director of research for the National Broadcasting Co., who described the services as "sleeping pills" more likely to mislead than to make a contribution to media strategy. He also pointed out that an earlier Advertising Research Foundation committee finding had

(Continued on Page 105)

Richards Agency Absorbs L.A. End of Barnes Chase

Added L.A. Billing Is $700,000; San Diego Agency to Build at Home

LOS ANGELES, March 8—Barnes Chase Co., headquartered in San Diego, is closing its branch office here. The office manager, several staff members and six accounts will move over to the Los Angeles office of Fletcher Richards, Calkins & Holden.

Nelson Carter, senior vp and manager of Barnes Chase, will become vp and manager of Fletcher Richards' L.A. office. James O. Thompson, acting manager of the FRC&H office, will continue as vp and senior account group supervisor.

The following accounts will join the Richards agency April 1: Edgemar Farms, Frozen Desserts Inc., Interstate Engineering Co., Johnston Pump Co., Western Popcorn Co., and the West Coast division of Willard Batteries. In addition, American Tuna Packing Co. will move to Barnes Chase, San Diego. Mr. Carter said the new Richards accounts totaled more than $700,000 in annual billings.

■ Among former Barnes Chase L.A. accounts which are expected to select new agencies are U.S. Chemical Milling Co., U.S. Automatic Merchandising Co., Califor-

Last Minute News Flashes

Toft Succeeds Siegel as Schick Ad Head

NEW YORK, March 10—Art Toft, formerly Sportsman, Ciro and DuBarry product director at Warner-Lambert Pharmaceutical Co., succeeds William Siegel as advertising director of Schick Inc., effective March 20. Mr. Toft once worked for Norman, Craig & Kummel (1954-'55), which last month was named the new Schick agency. Mr. Siegel leaves tonight for six weeks in Europe, after which he will determine whether or not he rejoins Revlon, where he was for two and one-half years before joining Schick a year ago.

Lowe Named EEI Promotion Program Manager

NEW YORK, March 10—Albert V. Lowe, formerly vp and account supervisor of Grant Advertising, has been named manager of the Live Better Electrically program of the Edison Electric Institute. Former manager Ralph Zeuthen left the institute Feb. 1 to join Compton Advertising as vp and account supervisor (AA, Jan. 23). At Grant, Mr. Lowe supervised the International General Electric Co. account. Before that he was an account executive with Erwin Wasey, Ruthrauff & Ryan on the GE air conditioning account.

Bricker Again Leaves Colgate-Palmolive

NEW YORK, March 10—John L. Bricker, corporate marketing vp of Colgate-Palmolive Co., who has been sidestepping reporters for several weeks, has confirmed that he is leaving about April 15, after two years in his present position. Formerly head of Outdoor Advertising Inc. and now on his second C-P stint, Mr. Bricker said he will remain in the non-durable consumer goods marketing area.

(Additional News Flashes on Page 97)

nia Sportswear Co. and Copper-Brite Inc. Several of these are expected to follow along with account executives Ed Johnson and Hugo Scheibner when they join new agencies.

Joining Mr. Carter in the move to FRC&H are Fred McCarl, account management; Charles Porter, art director; Sam Garcia, production department; and Marion Vilmure, media department.

James B. Lane, president of Barnes Chase, said the move in Los Angeles "was prompted by the decision to concentrate within the Barnes Chase home office area. The continued growth of our San Diego accounts, as well as the general business expansion of the San Diego market, makes it desirable for us to direct our attention here."

He added that the agency will maintain a "service facility" for San Diego clients in Los Angeles, as it has for several years in San Francisco.

■ King Harris, exec vp of the West Coast division of Fletcher Richards, Calkins & Holden, said, "the addition of the new accounts, plus the experience and talent of the new personnel to complement our present staff, make this a major step in our growth plans for Los Angeles."

Other accounts served by the FRC&H Los Angeles office include Folger's coffee, Formula 42 Products, Golden West Broadcasters, Rand Corp., Republic Supply Co., *Scientific American*, U.S. Rubber Co. retail stores and Warner Bros. records. #

General Time Ticks Off BBDO, Gets Set With Hicks & Greist

NEW YORK, March 9—Changes in management and a conflict of marketing philosophies have cut the tie between General Time Corp. and Batten, Barton, Durstine & Osborn after 31 years.

Effective June 1, General Time will move its Westclox division to Hicks & Greist for advertising and pr. The account bills over $3,000,000, the company said.

GT said it had enjoyed a "long and glorious" time with BBDO. "We would recommend them heartily. Our ads and commercials were beautifully done there," the company said.

Differences, however, arose in marketing philosophies—on the degree of emphasis to be placed on product lines, a spokesman said.

■ Another key to the switch is the recent management realignment at General Time. Six months ago, Bart K. Wickstrum took over as company exec vp. Early this year, R. B. Hally was named vp and general manager of Westclox, while on Feb. 6, Robert C. Shea became manager of marketing.

Although the company did not put the account up for solicitation, five or six agencies asked to be allowed to make presentations when the management switches became known. #

United Artists Names Four

United Artists Associated, New York, has named Robert DeVinny an account executive in the western division, Lester S. Ready an account executive in its southwestern division, George Gilbert an account executive in the eastern division and Leonard E. Hammer eastern division sales manager in addition to his duties as national sales director. Mr. DeVinny formerly headed his own tv film distribution company, Dev Co., San Francisco. Mr. Ready formerly was radio-tv ad director of Furr's Super Markets in Texas, New Mexico and Colorado. Mr. Gilbert was with Flamingo Films.

Kennedy Getting Bum Steer on P.O. Rates: Maginnis

WASHINGTON, March 7—Relationships between the Kennedy administration and some of the representatives of organized mail users were becoming strained this week after Postmaster General J. Edward Day disclosed that he will soon be asking Congress for a big postal rate increase.

In a bulletin to its members, Associated Third Class Mail Users, a major spokesman for direct mail users, complained that President Kennedy is getting bad postal advice from some source. It urged its members to write the President.

The association's executive manager, Harry J. Maginnis, said he was sure neither Postmaster General Day nor Deputy Postmaster General William Brawley are "keen" about the enactment of higher rates. "Even on the paramount question of postal policy," Mr. Maginnis said, "Day has suffered a resounding defeat in the Budget Bureau where the remnants of the old Maurice Stans' team have vetoed an earmarking of public service functions of the Post Office Department."

■ The new Postmaster General is scheduled to meet privately with members of the House post office and civil service committee March 16. Meanwhile, he has stated publicly that he will be asking for a 5¢ letter, 8¢ airmail, and for increases in second, third and fourth class mail.

A few weeks ago, he reportedly had suggested to President Kennedy that the share of postal operating cost charged off as "public service" could be pegged as high as $269,000,000. This would have brought the deficit chargeable to users down to about $640,000,000. Later, however, it was reliably reported that the White House informed the Postmaster General that it intends to "stay with" the Eisenhower budget, which allowed only $69,000,000 for "public service" in the Post Office, and promised a rate bill to raise $843,000,000.

■ While the White House is apparently planning to estimate the Post Office deficit at $843,000,000, and to send a big rate bill to Congress, there were differences of opinion this week over the amount of effort that will be exerted to get legislation this year.

The Postmaster General has acknowledged that it will be difficult to sell Congress on rate increases. This is particularly true because users are saying that rates should not be increased until the business recession is licked. #

TEATIME—*This is one of the spreads in the 12-page Gorham insertion in the April 8 issue of The New Yorker, featuring tea services.*

Cox Named to Head FCC Broadcast Unit

WASHINGTON, March 9—The new chairman of the Federal Communications Commission demonstrated his persuasiveness today by lining up Kenneth A. Cox, Seattle attorney, to become chief of the commission's broadcast bureau.

Mr. Cox had previously been mentioned as likely recipient of FCC's general counselship in the new administration. Newton Minow, new FCC chief, reportedly was anxious to divert him to the far more sensitive broadcast bureau, and finally succeeded. He takes the post April 10.

A highly successful attorney, Mr. Cox won a reputation here as a hard-hitting investigator, when he served as special counsel in charge of the Senate commerce committee's 1956-'57 television inquiry. At the time he was considered to be openly skeptical of option time, and many other business practices used by the networks. #

Curcio Changes Address

Andrew Curcio Advertising Co., Cambridge, Mass., has moved to new quarters at 185 Alewife Brook Pkwy.

12-Page Section in 'New Yorker' Hails Gorham Anniversary

PROVIDENCE, March 8—Gorham Co., in a departure from its usual advertising format, is running a 12-page ad promoting its silver coffee and tea services in the April 8 issue of *The New Yorker*.

The ad section starts with an illustration of 11 silver trays. The headline reads: "Gorham celebrates its 130th anniversary with a gift for you." The copy points out that a silverplate tray will be given as a gift with each purchase of a tea and coffee service. Such trays range in price from $45 to $130 while the five-piece services range from $385 to $2,125.

The following 11 pages of the ad feature handsome photographs of 11 different services. The photos were made by 11 different photographers—each was sent a tea and coffee service to photograph in any way he thought best, with no limitations or suggestions from the client.

Donahue & Coe, New York, is the agency. #

Gerken to Metropolitan

Richard H. Gerken, formerly president and general manager of WHIM, Providence, has been named eastern radio sales manager of Metropolitan Broadcasting Corp., New York. This is a new post with the company, which is setting up a national sales staff. Mr. Gerken formerly was with the Metropolitan station, WNEW, and before that with John Blair & Co., station representative.

Anti-Outdoor Ad Bill Okayed in Washington State

Governor Expected to Sign; Bill Would Get U.S. Highway Bonus

OLYMPIA, WASH., March 7—Legislation sharply curtailing outdoor boards along interstate highways and on scenic state highways has been passed by the Washington legislature and sent to Gov. Albert Rosellini. Final action came in the Senate yesterday on a vote of 41 to 8 after outdoor interests had lost by the margin of 25 to 24 efforts to put through modifying amendments. The governor's signature is expected.

The bill was written to comply with the Commerce Department model issued in mid-1958. States which comply are eligible for a 0.5% bonus on federal funds for limited access roads built in the state. Thus far only Maryland has such a law.

The legislation sets up two areas of control. One is called a protected area and extends for 660' back from the interstate highway system. The other, a scenic area, extends for 660' back of any state highway that runs through a public or recreation area or federal forest, or has been designated by the legislature as a "scenic area."

■ For practical purposes the bill will severely restrict the outdoor advertising industry along interstate highways. An industry spokesman indicated, however, that the industry did not oppose restrictions in scenic areas.

Administration of the law will be under the Washington state highway commission, which will have authority to issue regulations. A person convicted of violating the act or regulations issued by the commission may lose any permits issued to him under the act.

The legislation carries an emergency preamble which makes it effective upon signature by the governor. Present signs need not be removed for three years.

WASHINGTON SOLONS PASS FALSE AD LAW

OLYMPIA, WASH., March 10—A measure designed to outlaw false or deceptive advertising has been passed by the Washington legislature and sent to Gov. Albert Rosellini. The proposal came originally from the governor's consumer advisory council.

The bill declares it to be unlawful for any person to publish or disseminate "any false, deceptive or misleading advertising with knowledge of the facts which render the advertising false, deceptive or misleading." The ban applies to use of conventional media and also to selling by mail, telephone or door to door, but would exempt advertising media that accepted false or misleading advertising in good faith.

■ The state attorney general and county prosecuting attorneys would have authority to file a restraining action against any violator. Penalties for conviction range up to a $5,000 fine and 390 days' imprisonment. #

Franklin Joins U.S. Bank

Robert E. Franklin, formerly director of publicity and promotion of KGW-TV, Portland, Ore., has joined U.S. National Bank, Portland, as assistant to George Buchanan, vp in charge of advertising and pr.

Highlights of This Week's Issue

Andrew Vladimir resigns as account executive with Gotham-Vladimir Advertising to join Ruder & Finn, effective April 1 ..... **Page 4**

Maytag Co. launches a consumer advertising campaign built around the dependability of its laundry line ..... **Page 6**

Tyrex Inc., trade association for five major rayon manufacturers, launches a series of ads slashing at the nylon tire industry ..... **Page 8**

Wisconsin's recreational division plans campaign to attract "traveling America" this spring and summer ..... **Page 26**

Quality Importers launch a $250,000 campaign for Old Bushmills Irish whisky with a b&w page ad in the March 11 issue of The New Yorker ..... **Page 34**

California & Hawaii Sugar Refining Corp. launches a major brand advertising push to dramatize the quality of C&H sugar in an expanded print and broadcast schedule ..... **Page 46**

Schenley Distillers launches the first of its "skyscraper" ads for James E. Pepper bourbon in West Coast newspapers ..... **Page 48**

Detroit News publishes a 16-page booklet, "Advertising Acceptability Standards," for distribution to its advertisers ..... **Page 50**

Lunch Coupons Ltd. names Muter, Culliner, Frankfurter & Gould and its public relations subsidiary, the Public Relations Board of Canada, to handle its account ..... **Page 54**

Blair-TV appoints Jack Denninger, vp and eastern sales manager since 1955, general sales manager ..... **Page 56**

Plymouth division uses a series of special ads in a spring campaign to nail down a portion of the fleet sales market ..... **Page 62**

Life conducts small-scale experiments in direct mail cooperative coupon promotions ..... **Page 67**

Karyl Van, vp and director of advertising of Meredith Publishing Co., predicts a steady rise in the use of color in print advertising ..... **Page 72**

J. Edwin Jacobs, director of public relations of Buchen Advertising, says employes, stockholders, vendors and customers of a company can be converted into a powerful sales and public relations tool if the company will keep them informed on important developments ..... **Page 74**

Kenneth Groesbeck, agency consultant, suggests seven questions to ask before buying an advertising agency ..... **Page 82**

Eugene C. Pomerance, vp and research director of Foote, Cone & Belding, cautions agencies to "never ask a research man to come up with the answer you need to sell the campaign, or the answer you want to save face, or to get something done the easy way" ..... **Page 86**

Publishing industry representatives await word on higher postage rates to Canada, which will be announced March 15 ..... **Page 88**

WTMJ-TV is seeking to determine the television preference of viewers in the Milwaukee metropolitan area in what the station says is probably the most comprehensive survey of its kind ..... **Page 96**

Vision Inc., publisher of Printers' Ink, files a $500,000 suit against Bernard P. Gallagher and his "Gallagher Report" ..... **Page 100**

R. J. Reynolds Tobacco Co. attributes new highs in net earnings, sales and dividends in 1960 to "aggressive advertising support throughout the year" ..... **Page 101**

REGULAR FEATURES

Advertising Market Place 102
Agencies Ask Us 82
Along Media Path 14
Coming Conventions 88
Creative Man's Corner 80
Editorials 18
Employe Communications 82
Getting Personal 32
Information for Advertisers 42
Obituaries 10, 66, 101
On the Legal Front 78
On the Merchandising Front 80
Peeled Eye Dept. 85
Photographic Review 70
Rough Proofs 18
Salesense in Ads 85
This Week in Washington 104
Tyler Picks Ten 77
Versatile Adman 74
Voice of the Advertiser 94
What They're Saying 18

A significant new development in motor fuels from The Pure Oil Company
PURE
Firebird
GASOLINES
2 powerful new gasolines that make your car run better, farther
PURE

FIREBIRD—*Pure Oil Co. will promote its two new Firebird gasolines with newspaper ads like this one in 137 markets.*

Pure Oil Sets Major Push for New Gasolines

CHICAGO, March 8—Pure Oil Co. this week will launch a record advertising campaign in six media to promote its two new gasolines and a new symbol—a flaming red Firebird.

Pure Oil, while declining to reveal dollar figures, said it will spend more than twice as much money in media advertising this year as it did in 1960. Two-color spreads and pages are scheduled in newspapers in 137 markets. Spreads and pages also will run in *Life, Newsweek, The Saturday Evening Post, Sports Illustrated* and *Time*. Financial publications include *Barrons, Forbes* and *Wall Street Journal*.

Television spots are scheduled in 34 markets and radio spots have been purchased in 65 markets. An extensive outdoor campaign also is planned in 417 markets. Business publications include *Gasoline Retailer, National Petroleum News* and *Oil Jobber*.

Leo Burnett Co. is the agency.

■ The two new gasolines—Pure Firebird super with Tri-tane and Pure Firebird regular—will be the featured attractions in the campaign. Pure Oil said the gasolines were tested for 4,500,000 miles with the following results:

"Tri-tane keeps car engines at peak power by reducing pre-ignition in combustion chambers by as much as 60%; it cuts piston ring wear caused by dust particles and corrosion by up to 60%; it increases spark plug life in stop-and-go city driving by up to 140%; it increases gasoline mileage; and it cleans carburetors and protects them against icing." #

Gov. Faubus Signs 'Truth in Business' Law for Arkansas

Gov. Orville Faubus has signed a bill passed by the Arkansas legislature which makes it unlawful to misrepresent the true nature of a business or to claim falsely to be selling at wholesale prices. Misleading advertising in certain sales is also prohibited by the law.

Schaeper Joins Int'l Rectifier

Raymond J. Schaeper, former vp and account supervisor of Don L. Baxter Inc., has been appointed advertising and sales promotion manager of International Rectifier Corp., El Segundo, Cal. At the same time, the company has named Magna Ltd., Los Angeles, as its agency.

Rise Shave in TV Ad Was Actor's 2nd of Day, FTC Learns

LOS ANGELES, March 8—The Federal Trade Commission journeyed from Washington to the West Coast today to make further inquiries into whether certain tv commercials for Carter Products' Rise shaving cream were false and misleading.

The disputed commercials, which purported to show that Rise stays moist longer, and gives a more comfortable shave than "ordinary shaving preparations," were broadcast over a three-month period before being discontinued by Carter in February, 1960. Also under FTC fire is the Rise agency, Sullivan, Stauffer, Colwell & Bayles.

Today's proceedings, before FTC examiner John B. Poindexter, centered on the physical production of the Rise commercials. The single witness, appearing for the defense, was Bernard J. Carr, president of Cascade Pictures of California, maker of the commercials.

■ Mr. Carr testified that it is customary for film makers to use various "props and artifacts" when the filming of actual subjects is "physically or economically impossible." In producing the Rise commercials, he said, a storyboard provided by SSC&B was used, together with a "chemical substance" designed as a substitute for what the commercial's copy labeled "ordinary" shaving lather. This substance was also provided by SSC&B, he added.

He said that while the preparation was not an actual shaving lather, it was "comparable in consistency" to other shaving products and served as a "valid substitute" in getting across the Rise sales message.

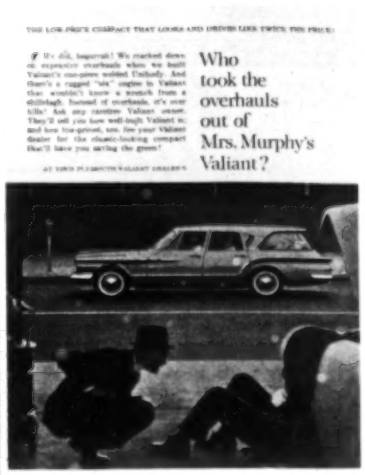
On cross examination, FTC attorney Edward F. Downs suggested that methods used in preparing the Rise commercials were calculated to mislead the tv audience. From Mr. Carr he elicited the information that the model used in the filmed demonstration was first shaved with the so-called "ordinary" lather and then, later the same day, was given the once-over with Rise. Mr. Downs, meantime, wondered how many beards the actor could grow in the same day.

■ Mr. Carr, however, maintained that despite the earlier shave, the model still had a "semblance" of a beard when shaved with Rise. Asked if the model was sometimes provided with a completely phony beard, Mr. Carr allowed that if a beard wasn't quite heavy enough for commercial purposes, models had their jowls darkened somewhat with makeup.

On the question of misleading advertising, Mr. Downs told the hearing examiner that the Rise commercial tended to "disparage competing products."

This brought an objection from William L. Hanaway, attorney for Carter and SSC&B, who said he "readily conceded" that a competing lather was not used in the commercials. "If the FTC had charged that we did not use a competing lather they might have a case, but it made no such charge," Mr. Hanaway said.

■ In the remainder of his cross examination, FTC attorney Downs pressed the film producer, Mr. Carr, on whether, in his opinion, the television viewing public would think commercial grade shaving lathers were used in the demonstration. Mr. Carr indicated the public might perhaps get that impression, but that the demonstrations were accurate representations of the commercial selling message as spelled out in the agency's storyboard. #



ST. PAT IDEA—*Plymouth will mail out on March 16 (the eve of the great day) letters in green ink, and postmarked Murphy, N.C., to 250,000 Murphys. With the letter will be a reprint of this ad in the April Reader's Digest.*

Brand X Banned in Detergent Ads on TV in Britain

Most Commercials Seen Being Withdrawn; Lever, Hedley, ISBA Protest

LONDON, March 7—No longer will British detergent advertisers be able to claim on television that their brand washes whiter than Brand X. Independent Television Authority, governing body of commercial tv, made this clear last week.

ITA, on the recommendation of its advertising advisory committee, banned comparative claims in detergent and soap powder advertising.

Program companies, which produce the programs and sell advertising time, and the advertisers and agencies, are being informed of the changes which will be necessary to conform with the new policy.

"Details have yet to be settled," said ITA in a press statement. "However, simple conventional uses of comparatives or superlatives will be allowed, but not other words which can be taken to mean that the claims are universally valid.

"Comparisons in filmed demonstrations will also be excluded.

■ "These measures will take into account the marginal nature of the

(Continued on Page 54)

Saussy Gets Cal. Egg Board

California Egg Promotion Board, which will spend $100,000 this year, has named Walker Saussy Advertising, Hollywood, to handle its account. The share of commissionable media advertising will be about $75,000. Southern California will be the locale of the board's new campaign, beginning in a few weeks in newspapers and on radio and tv. Several months later the drive will be expanded to other California areas. The board, which previously had not used an agency, chose Walker Saussy from among five finalists.

Sears Promotes Ingraham

Garland K. Ingraham, group personnel manager of Sears, Roebuck & Co., Chicago, has been promoted to merchandise and sales promotion manager of Sears. He succeeds Marvin C. Lunde, who has been named national retail sales promotion and advertising manager (AA, Feb. 20).

GM, Lorillard to Sell Moms via Daytime TV

Springtime Drive (Natch) for Spring Cigarets; Summer Push for Chevy

NEW YORK, March 9—Female-slanted buys made the big news in network television this week.

Both the newsmakers—a car manufacturer and a cigaret company—are advertisers whose product categories are a rarity on daytime network tv.

General Motors will launch a summer campaign to sell the gals starting probably in mid-June, with four quarter hours weekly on NBC. The specific shows have not been selected, but the GM commercials, to be shared on an in-and-out basis by all divisions, can be spread throughout the schedule under the double-cross plug plan if the client wishes. There should be no product conflict worries except for intra-family ones involving the various makes of cars. Frigidaire and United Motors Service division are due to get some of the commercial time.

Part of these billings represent a shift from nighttime to daytime. With Dinah Shore's farewell appearance for Chevrolet on June 11, the company will take a hiatus on the Sunday night hour until the fall start of "Bonanza" as Miss Shore's replacement.

■ Campbell-Ewald Co., agency for Chevrolet, and NBC have sold GM on the idea of the daytime schedule to (1) protect the company's discount position, and (2) spread the budget over a great many more commercial minutes than is possible at night. Estimated cost of the summer campaign: more than $700,000. If there is to be a single agency of record on this purchase, it probably will be Campbell-Ewald, but there may be several agencies of record.

Research has been done to determine the types of approaches that are most likely to sell the distaff buyer. The Chevy commercials are expected to emphasize the values to the whole family of an extra car and to point up the style and decorative features of the car.

■ Chevrolet is a firm believer in the potency of daytime tv. This car was an early sponsor on the Dave Garroway "Today" show. And it was among Garry Moore's

(Continued on Page 106)

'Sunday's' Engel Uses Tea-sers; Finds Council Boss in Box

NEW YORK, March 8—Hear ye, bold men of the Boston tea party, best ye check with Art Engel before flipping more tea boxes off the port side.

It happens that, suddenly, a tea box figures very prominently in the plans of Mr. Engel, a *Sunday* supplement salesman.

It began when the Tea Council of the U.S. announced a $1,400,000 advertising shift from tv spots to print media. Salesman Engel got in hot pursuit. His objective: A meeting of the minds with John Anderson, executive director of the Tea Council.

Every other day for 10 days, Mr. Engel had delivered to Mr. Anderson a different tea-making accessory with, of course, a *Sunday* sales message. The last trip had an R.S.V.P. invitation to a tea party.

Two weeks passed. Mr. Anderson did not reply.

■ Mr. Engel had just about given up when, shortly thereafter, a large box arrived at *Sunday*. It was accompanied by Steve Yanko, of the Tea Council, who dutifully explained that while Mr. Anderson could not personally attend the party, he wished to acknowledge Mr. Engel's tea-ser campaign with a 1,000 lb. case of tea.

Mr. Engel opened the box. Out stepped Mr. Anderson. Later, at lunch, Mr. Engel poured the tea; Mr. Anderson did the listening, and the topic of contracts was in the air.

The last we heard, it still was in the air. #

$2,000,000 Push to Introduce New Sanka Packaging

NEW YORK, March 8—General Foods will spend an estimated $2,000,000 in the next eight weeks to introduce a new instant Sanka blend, with a redesigned label and jar cap.

This month Sanka is getting "the strongest advertising push in its history" (it was introduced in 1946), through print and network television. Print advertising includes a four-color page in every Sunday supplement in the land, plus Hi-Fi color newspaper pages in 67 newspapers in 58 markets. It

NEW—*General Foods is using color newspaper ads like this to introduce its new jar for Sanka instant coffee.*

is believed to be the largest Hi-Fi color drive ever used.

On television, an over-all advertising theme of "A whole new blend of the world's finest coffees—gathered from the world's great coffee plantations," will be used on CBS' "Andy Griffith Show" and "Twilight Zone."

Young & Rubicam is the Sanka agency.

■ Lippincott & Margulies designed the new packaging, in a program going back more than two years. The objective was to help change the image of Sanka from that of a coffee substitute to a full-flavored coffee brand and to broaden the product's users to include all age groups. It has been favored more by elderly, health-conscious conservative women.

General Foods reports that Sanka is the second largest selling instant coffee. Maxwell House (also a GF brand) is first. #

Vladimir Leaves Gotham-Vladimir, Joins Ruder & Finn

NEW YORK, March 8—Andrew Vladimir, account executive with Gotham-Vladimir Advertising, has resigned and will join Ruder & Finn, New York pr company, on April 1.

Mr. Vladimir, the son of Irwin A. Vladimir, board chairman of Gotham-Vladimir, has been handling one of the agency's largest accounts—international advertising for American Tobacco Co.

This is the second time he has left his father's agency. He left in 1956 to become sales manager of WAPA-TV, in Puerto Rico. He later returned to the Gotham-Vladimir fold by opening a Puerto Rican branch for the agency. He rejoined the agency in New York in 1959.

■ In another development at the agency, Duncan D. Sutphen Jr. has resigned as chairman of the executive committee "to devote himself to marketing several products in diversified fields."

One of these products is Go-Cat, a portable motor-sailer catamaran, to be introduced this spring. The products will be marketed through Duncan Sutphen Inc., a company established in 1956, with office space maintained in the Gotham-Vladimir agency.

Mr. Sutphen had been associated with the agency since 1927. He was president of Gotham Advertising prior to the 1955 merger with Irwin Vladimir & Co. One of his recent responsibilities was the Saab automobile account, which the agency lost earlier this year.

■ Another ex-adman, Richard K. Bellamy, has joined Ruder & Finn to work on the U.S. Industries account. With Kenyon & Eckhardt and Benton & Bowles prior to 1957, Mr. Bellamy was formerly vp of another New York pr company, Cass, Winn & LaRoss. #

Three Dailies Adopt New Frequency, Bulk Schedules

The *Gary Post-Tribune* and *News-Journal*, Mansfield, O., have adopted the C.I.D. plan for advertisers, effective Feb. 15 for the *Post-Tribune* and May 1 for the *News-Journal*. The *News-Journal* also announced the availability of full r.o.p. color after Aug. 1.

Identical frequency and bulk discount schedules are being offered by the Charleston, Columbia and Greenville, S.C., newspapers. The *Columbia State* and *Record* and the *Greenville News* and *Piedmont* schedules will go into effect April 1, and the *Charleston News & Courier* and *Post* June 1. Discounts to be offered range up to 17% for frequency schedules and up to 15% for bulk within a 12-month period. For the purpose of joint promotion, the three markets will be promoted as the "Big 3 in S.C.," although each will maintain its individual rate structure and will contract individually with advertisers.

NEW TWIST—*D. K. Shearer (left), national advertising manager, and James Wilcox, California division manager, look over details of Beech-Nut baby foods big new campaign at San Francisco sales meeting.*

Beech-Nut Baby Foods to Launch $1,000,000 Push in California

SAN FRANCISCO, March 9—The largest advertising and promotion program in the history of Beech-Nut baby foods will be launched next week to support introduction of a new "handy twist-off" cap on glass jars of baby foods.

The $1,000,000 California campaign utilizing newspapers, radio and tv, was described here by Stanley Pomfret, vp in charge of sales, and D. K. Shearer, national advertising manager, at a meeting of district Beech-Nut baby foods salesmen.

The campaign is regional only; elsewhere—primarily east of the Mississippi—the company's marketing is proceeding on its regular basis.

"The size of this marketing program devoted to a single state," Mr. Pomfret declared, "is justified by the continuing boom in California births and baby food sales."

■ A series of 600- and 1,000-line ads in nine newspapers in San Francisco, Oakland, Vallejo, Stockton, San Jose and Sacramento will touch off the campaign. More than 500 radio spots also will be used in the Bay Area during the campaign.

In addition, daytime tv spots will carry the Beech-Nut message 120 times during the first phase of the promotion, along with 64 nighttime tv spots. A similarly heavy program is scheduled for the Los Angeles area. Young & Rubicam, New York, is the agency.

The initial newspaper ads feature a coupon offer. Consumers who send in 12 labels from any Beech-Nut strained or junior food product will get a free coupon worth $1 toward purchase of 12 additional jars.

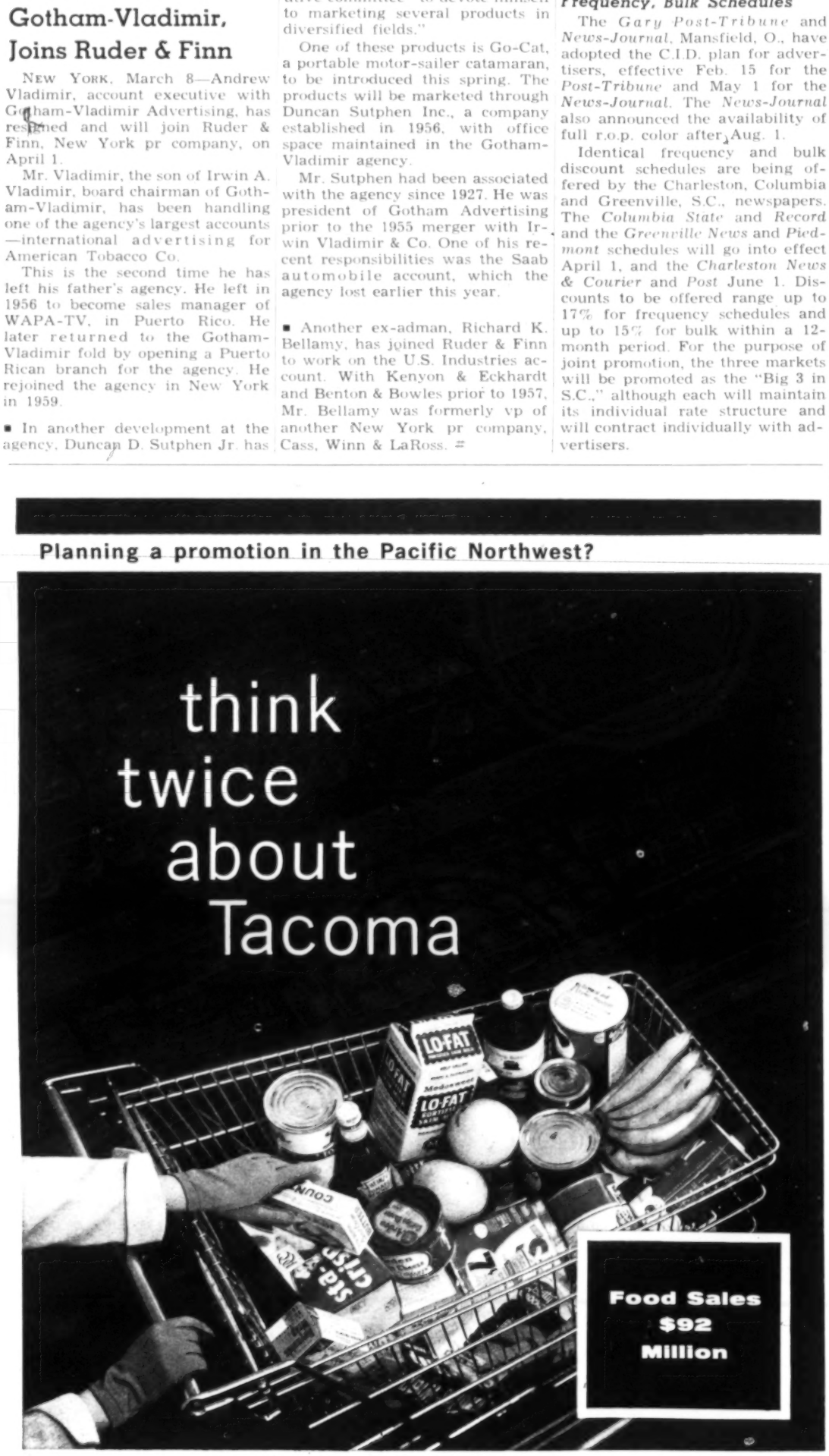
The new lid on the Beech-Nut baby food jars, Mr. Pomfret explained, "twists off neatly and easily and when baby has had enough, mother just twists the top back on, reseals tightly and refrigerates." #

Stromberg-Carlson Names Herrman to Head New Unit

William H. Herrman has been named director of advertising and acting director of public relations of General Dynamics/Electronics, Rochester, N.Y. Stromberg-Carlson, plus the separable electronics operations of other General Dynamics divisions, were combined last month to create General Dynamics/Electronics. Mr. Herrman was previously manager of advertising and sales promotion of the electronics division of Stromberg-Carlson.

Planning a promotion in the Pacific Northwest?

think twice about Tacoma



Washington State's Puget Sound Circle is a vital, growing, concentrated market. In selling this market, your distribution, sales, and merchandising forces cover both Seattle *and Tacoma*. Your advertising must do the same. That means Tacoma is an essential buy on every Pacific Northwest newspaper schedule!

1. Tacoma *must* be covered if you want full selling effectiveness in the Puget Sound Circle—biggest market north of San Francisco.

2. Tacoma can be covered only by the Tacoma News Tribune—delivering 82.1%* coverage of the metro area. No outside daily (or combination) can provide you with merchandisable coverage in the Tacoma market.

*Newspaper Rates and Data

TACOMA NEWS TRIBUNE—An "A" schedule *must*. Circulation now more than 86,000.

Ask the man from Sawyer-Ferguson-Walker Company.

How $9 Billion Grows to More Than $330,000,000,000

The critical market for household products is the never-ending stream of young men and women who get married each year—3,400,000 in 1961.

They spend $9 billion a year for what they eat and use—grow steadily in number to become America's huge $330 billion Family Market. Today these big buyers of tomorrow are making their brand decisions for a lifetime.

Many manufacturers of packaged foods, household and personal products are making lifelong customers of these new families by using the low-cost BRIDAL-PAX program of Controlled Product Sampling, and getting outstanding results—increasing sales up to 242%. Get the facts. Find out what this new low-cost program can do for you. Drop us a note, or call IVanhoe 5-0660.

BRIDAL-PAX, INC.

Controlled Product Sampling

25 Hempstead Gardens Drive, West Hempstead, N. Y.

Offices in principal cities: United States, Canada and Great Britain

LEADERSHIP IN ACTION

Biggest First Quarter in Circulation and Ad Revenue and Ad Pages

Again in 1961, LOOK Magazine will have the biggest first quarter in its history–biggest in circulation, biggest in advertising revenue, biggest in advertising pages.

LOOK's increases over first quarter 1960 follow a five-year period (1955 to 1960) in which LOOK gained more circulation *and* advertising revenue than any other major magazine in America.

Growth–vigorous, sustained, unparalleled–is the mark of a leader. In a magazine, such growth provides an atmosphere of success and vitality that attracts readership ...that puts extra punch into an advertising message. More and more, readers and advertisers alike are responding to LOOK's exciting story of people...are turning to LOOK for leadership.

LOOK

The Exciting Story of People–25th Year of Publication

Downs to Use Women's Magazines to Push Carpets

Downs Carpet Co., Philadelphia, will use two-color half-page bleed ads in *Harper's Bazaar, Town & Country* and *Vogue* for its spring campaign. Investigating the premise that women who are particularly concerned about their clothes are also particular about their home furnishings, Downs will switch from normally used shelter magazines to ladies' high-fashion magazines. Fien & Schwerin, Philadelphia, is the agency.

Gelderman Joins McIntyre

Robert G. Gelderman has joined the midwestern sales staff of O. E. McIntyre Inc., New York mail marketing organization. He was formerly with Container Corp. of America, Chicago, specializing in direct mail advertising.

Liller, Neal Moves NY Office

The New York office of Liller, Neal, Battle & Lindsey has been moved to 10 Rockefeller Plaza.

Maytag Stresses Dependability of Laundry Line

NEWTON, IA., March 8—Maytag Co. said this week it has launched a consumer advertising campaign built around the dependability of its laundry line for two reasons:

1. American consumers feel that dependability is one of the most important features to look for in purchasing hard goods.

2. The public now looks upon Maytag appliances as being as up to date as competing lines.

"We feel the public must have had its fill of gilt and glitter in appliances," said Claire G. Ely, marketing vp. "There's been enough publicity in books and magazines on dissatisfaction with appliances that break down."

Also, he noted, the replacement market for washers and dryers is now substantial, and these people shopping for new laundry equipment have experience—good and bad—to draw on in deciding which line to buy.

■ Since Maytag entered the automatic washer field in 1949—several years after most of its current competitors—its advertising has dwelt primarily on product features. Maytag's prewar image as the leading maker of wringer washers was apparently so strong that postwar consumers have trouble picturing Maytag appliances as modern. Until this year, Maytag ads concentrated on pointing up its new features, to break down the "old fashioned" image.

A line in one of the new ads synthesizes the old and new approaches: " . . . Has all the new features, plus the one that makes them work . . . Maytag dependability."

Although much of Maytag's new campaign will feature testimonials, the initial magazine ad in February and March (AA, March 6) shows a picture of a little girl above the headline: "She will buy a new Maytag before her mother needs another."

Married in 1932
Got Maytag in 1933
Both marriage and Maytag still working
"We had 11 good reasons for buying a Maytag"
MAYTAG

HAPPY CUSTOMERS—*Maytag Co.'s testimonial ads will include one featuring a 1932 bride and another with the family of tv's singing Lennon Sisters. In the b&w page ads, only a small picture of the product appears above the logo.*

■ Magazine ads will run throughout the year in *Better Homes & Gardens, Ladies' Home Journal, Life, Reader's Digest* and *Sunset*. Spot tv is planned for 73 markets. In addition, newspapers and outdoor will be used by dealers in a cooperative program. Trade ads are scheduled in *Electrical Merchandising Week, Home Furnishings Daily, Mart* and *NARDA News*.

Maytag would not reveal its ad budget, but measured media reports indicate the company spends more than $2,000,000 in print and spot tv.

The company said its claims of long life in its first ad has drawn "more mail in one month than we got all last year." The preponderance of mail was favorable, Maytag said, with many people reporting happy experiences with Maytag performance.

■ The campaign got its primary impetus from an ad which never ran. Leo Burnett Co., Chicago, prepared an all-copy ad headlined: "The Growing Revolt Against a Lick and a Promise."

The testimonial campaign embodies the same concepts, but is easier reading. ≠

Nestle Launches Push, Will Also Tie in with Kellogg

Nestle Co., White Plains, N.Y., has launched a campaign for its Nestle Morsels (semi-sweet chocolate and butterscotch), EverReady cocoa, Quik and Nestle candy bars, using national consumer magazines, coast-to-coast tv commercials and in-store promotions.

Four-color page ads featuring a recipe for Double Cruncher cookies, made with Nestle's semi-sweet chocolate morsels, are running in the February issues of *American Girl, Co-Ed* and in the March issue of *Seventeen*. Nestle will join forces with Kellogg Co., Battle Creek, to promote Scotch Crispies, made with butterscotch morsels and Rice Krispies. Four-color ads featuring the Scotch Crispies recipe are scheduled in the March and April issues of *Family Circle, Farm Journal, Ladies' Home Journal, McCall's* and *Seventeen*. McCann-Erickson, New York, is the agency.

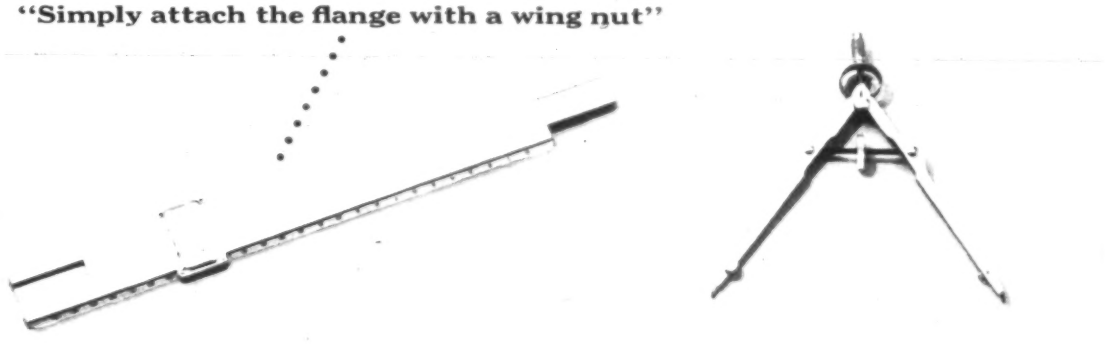
Arthur Joins KFWB

Allen A. Arthur has been named director of advertising of KFWB, Hollywood. Mr. Arthur, who previously operated his own public relations agency in Beverly Hills, succeeds Janet Byers, who resigned last month.

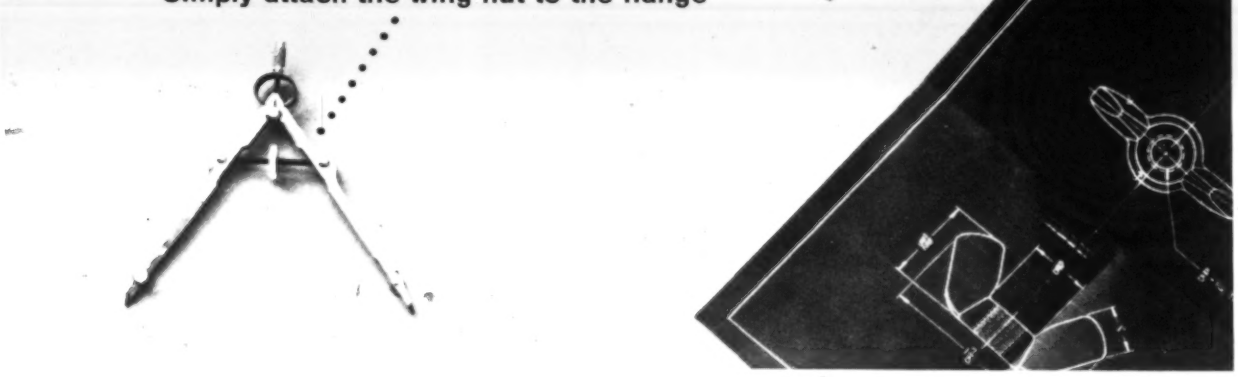
R. H. Donnelley Elects Evans

James H. Evans, regional vp and general manager of Reuben H. Donnelley Corp.'s New York regional telephone directory operations, has been elected a director of the company.

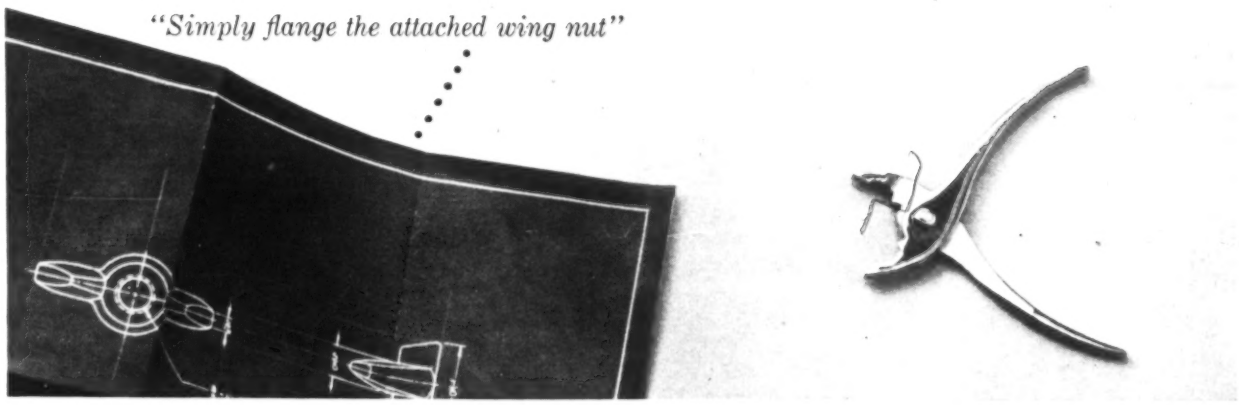
"Simply attach the flange with a wing nut"



"Simply attach the wing nut to the flange"



"Simply flange the attached wing nut"



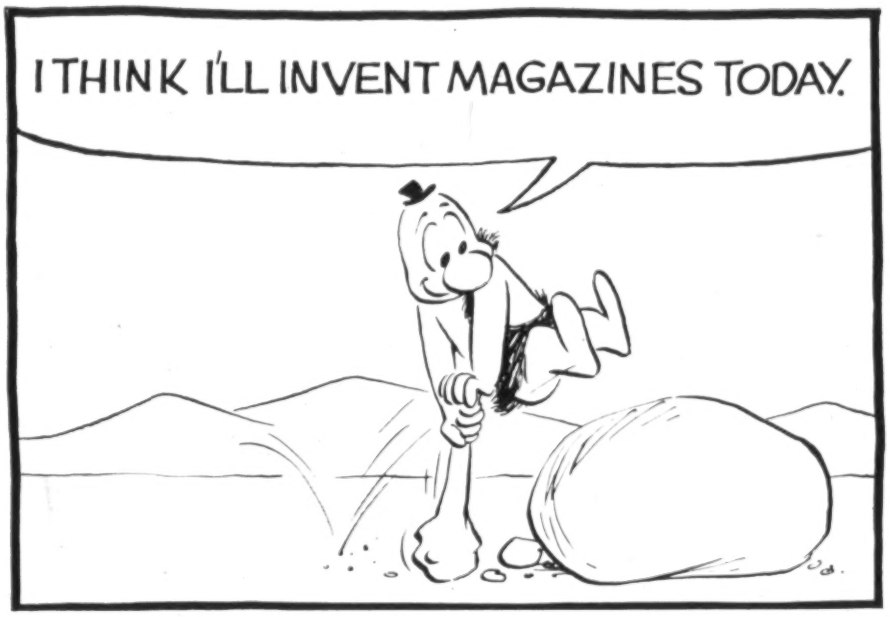
TO HELP YOU COMMUNICATE WITH CLARITY

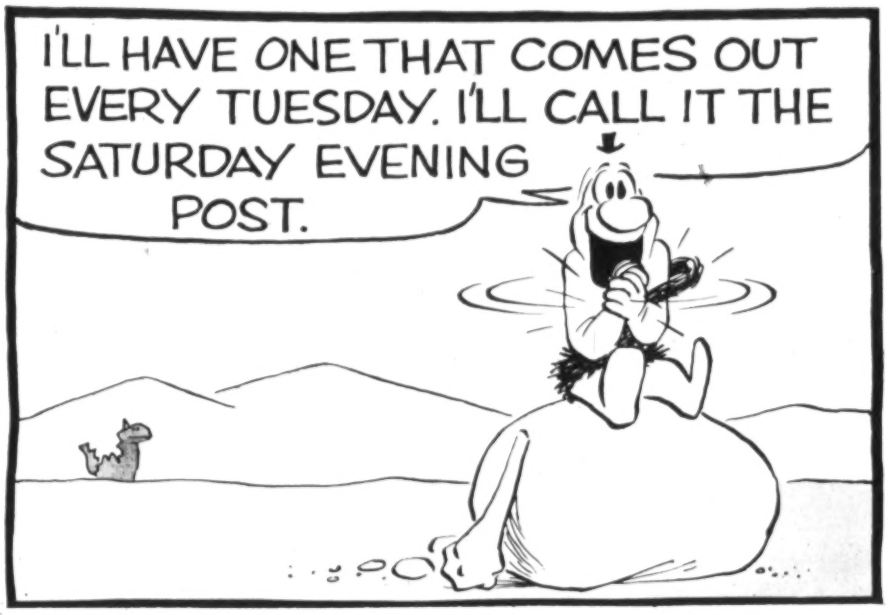
Getting the right message to the right people—internally and externally—is a vital concern in any business. Even the simplest information can be twisted in a shuffle of personal interpretation and misinterpretation.

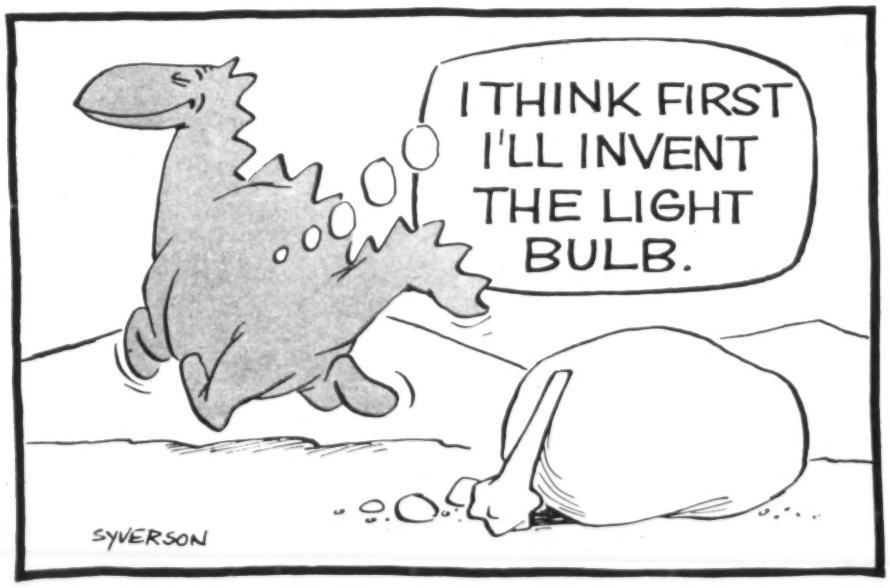
The business of The Jam Handy Organization is to specialize in visual communications and to supply experience in all techniques. To safeguard *your* group communications, ask the help of . . .

THE JAM HANDY ORGANIZATION

NEW YORK CHICAGO DETROIT HOLLYWOOD







Post readers have money. (The highest median income in the general weekly field.) And Post advertisers get the time to sell them. (Your ad page gets millions of repeat exposures in the Post—300 for every 1,000 readers. And the new Rochester Study indicates that two exposures of an ad page in a single issue of the Post have twice the effect of one on the reader's willingness to buy your brand.) The result of money plus time is sales! Ask Sylvania. (One ad . . . one time in the Post . . . one million dollars in sales.) Ask Scott. (Biggest sales drive in ScotTowel history.) Ask Chun King. Ask Aluminium Limited. Ask Cluett, Peabody. No question about it. The number-one magazine for reading is your number-one magazine for selling!

A CURTIS MAGAZINE

THE SATURDAY EVENING POST

THE INFLUENTIALS' MAGAZINE

Tyrex Ads Aim to Puncture Nylon Cord by Stressing 'Thump'

NEW YORK, March 10—Tyrex Inc., trade association for five major manufacturers of rayon, has started a series of ads slashing at the nylon tire industry.

A b&w page in the current *Saturday Evening Post*, prepared by McCann-Erickson, strikes at what it calls the "nylon thump." The Tyrex ad says, "Nylon tires develop flat spots—make you feel like you're riding on square wheels when you start driving."

The ad—scheduled to run once a month for six months—represents the association's first big consumer magazine broadside of 1961.

Tyrex was formed in 1959 as a non-profit organization to promote viscose cord under the Tyrex name. American Enka, American Viscose, Beaunit Mills, Industrial Raytheon and Courtaulds (Canada) were the founders.

Behind Tyrex's declaration of war is the fact that nylon has been steadily pulling abreast of the older cord, especially since World War II. In 1955, nylon tires represented about 20% of replacement sales, compared with 80% for rayon. Since then, nylon has pulled up to about 40% of the passenger car tire sales and 50% of truck and bus tire sales. At stake is a replacement tire market currently estimated at $300,000,000 a year.

■ In 1959, replacement tire sales for passenger cars totaled 66,840,-236 and for trucks and buses 10,-014,591, making an over-all figure of 76,854,827. Last year the total was 77,784,997, made up of 68,534,-890 passenger car tires and 9,250,-107 truck and bus tires. (There are no official manufacturers' figures for the ratio of rayon to nylon.)

Present indications are that there will be no general anti-rayon ad campaign as a retort to Tyrex, which plans to do little more in the consumer field than its series in the *Post*. One major nylon manufacturer—Chemstrand Corp., handled by Doyle Dane Bernbach—plans a campaign starting some time between April 15 and May 15. The agency said the ads will not slap at Tyrex and that neither the company nor the agency believes in using an excessively negative approach in advertising. "We are not going to call anyone dirty names," it said.

■ The agency added that a lot is at stake in the market and the use of "hard" copy is understandable. Some research might indicate that nylon tires are flat-spot prone, but some of the other copy claims in the Tyrex ad are contestable, the agency suggested. It also indicated there are sound objections to the "like driving on square wheels" image. It feels that the other copy points made an unfairly "acute use of the comparative degree."

Chemstrand's own ads, the agency added, are based on good research, and its copy comparisons will be based on "whatever factual data we have."

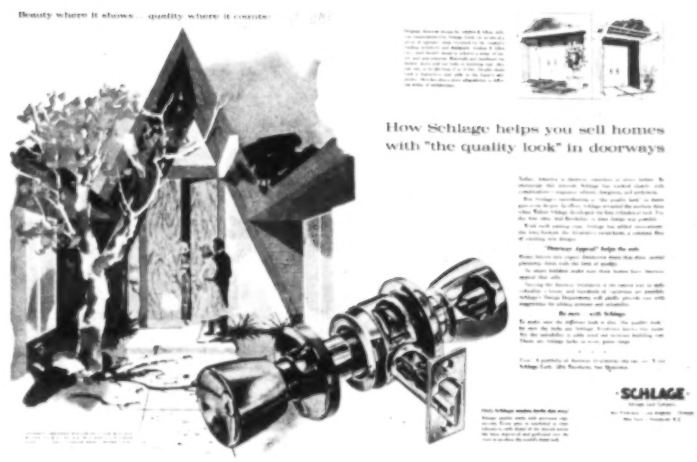
■ Along with Chemstrand, Du Pont and Allied Chemical form nylon's "big three." Like Chemstrand, Du Pont does not plan on "a page-for-page battle with Tyrex," the company said.

Du Pont said that the Tyrex claims are not new, that they have been used in trade publications and occasionally have spilled over into consumer publications.

Allied Chemical said the Tyrex campaign is "more or less a last gasp by the Tyrex group in aiming at the one area where the rayon group has not developed a problem associated with nylon—the so-called nylon thump."

Allied said it is not preparing any ads to counter the Tyrex campaign. The weakness which the Tyrex group pointed out is "more a question of annoyance than performance." Allied's own ads, all in print media and none in consumer magazines, will emphasize the technical developments in rayon tires instead.

The company said that technical advances in tire cord are such that the flat spots on nylon tires (basis of the "nylon thump" catchline) will no longer be a concern to manufacturers. ≡



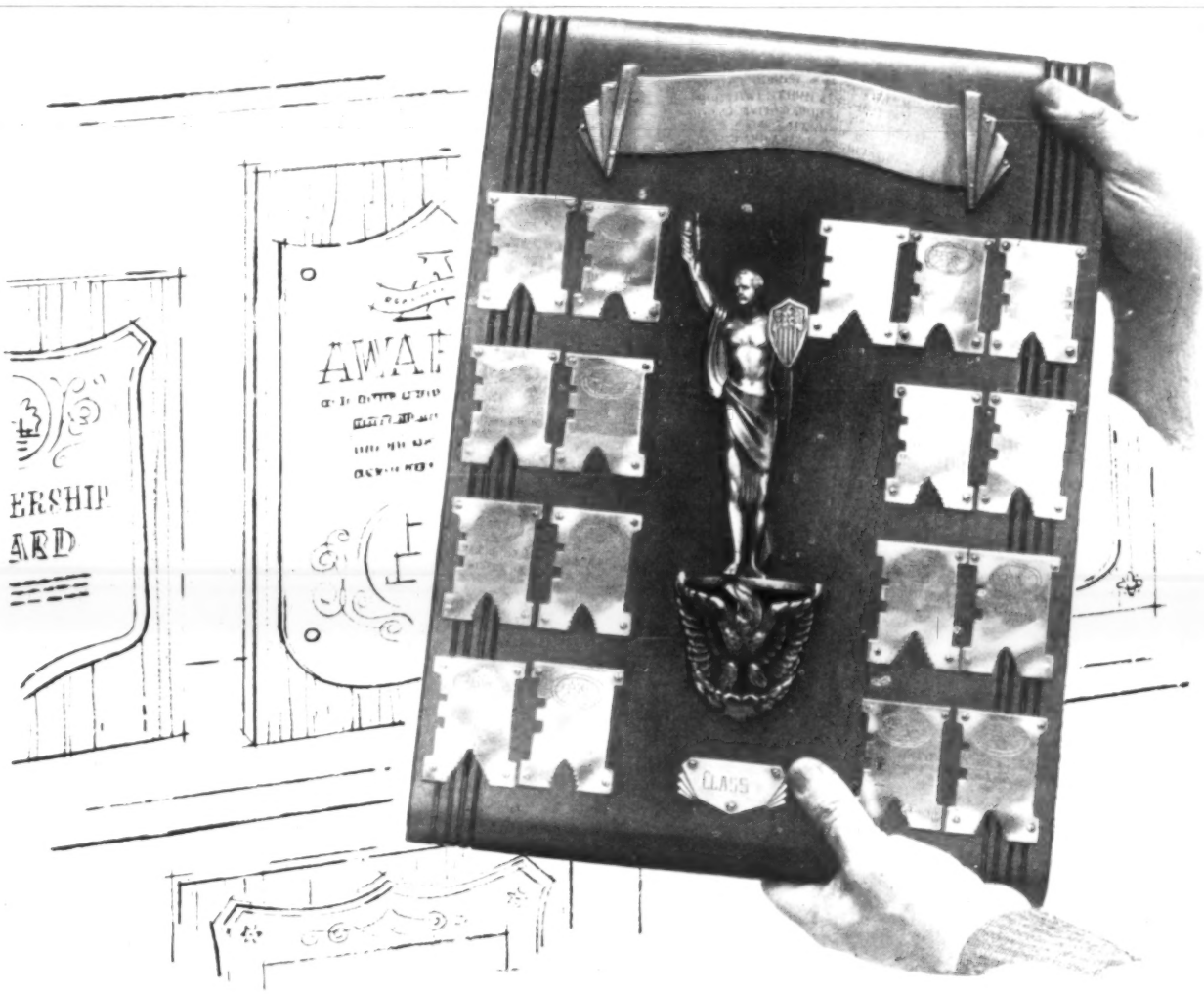
CONTRAST—*Schlage Lock Co., San Francisco, will launch its 1961 advertising, prepared by J. Walter Thompson Co., in the April issue of House & Home with this spread, a color page opposite a b&w page.*

Byrde, Richard Adds 4 Accounts

SPS Products Corp., New York, manufacturer of Sharpedge and Clearview hand-cut films for the graphic arts industry, has appointed Byrde, Richard & Pound, New York, to handle a special advertising campaign directed to potential buyers in France, Germany, Belgium, Holland, Denmark and Spain. SPS plans to use a series of 12 ads in the key graphic arts publications in each country. Byrde, Richard also has been named to handle the accounts of J. Ulano & Co., producer of hi-fi presensitized photo film; Ulano Graphic Arts Supplies; and Ulano Products Co., producer of solvent adhering hand-cut films, all of Brooklyn. The agency plans to use 12 foreign magazines and color insertions in U.S. graphic arts publications.

Douglas-Guardian Moves

Douglas-Guardian Warehouse Corp., field warehouse company with headquarters in New Orleans, has named Aubrey Williams Advertising, New Orleans, to handle its advertising. Merrill Anderson Co., New York, formerly handled the account.



THE "FIRSTS" continue to grow...
in **REMARKABLE ROCKFORD**

First in population, first in retail sales, first in industrial payrolls, first in growth rate — first in Illinois, outside Chicago, in virtually every important category, and, first in Illinois *including* Chicago in Retail ROP color linage . . . that's Rockford! Now, the Inland Daily Press award means another first for Rockford — typographical excellence. Put all these firsts together, and you come up with a natural first choice for newspaper advertising . . . the colorful, award-winning, result-getting pages of the . . .

ROCKFORD MORNING STAR & Register-Republic

INLAND DAILY PRESS AWARD WINNER—1ST IN ILLINOIS IN RETAIL ROP COLOR

TRUCK SIGNS

OUR SIGN HOLDERS on your fleet of 10 or more cars or trucks mean you can tell your sales story to thousands more. Write

THE YARDER MFG. CO.
724 Phillips Ave., Toledo 12, O.

FREE PHOTO ALBUM

Illustrator:
Earl Gross, well-known Chicago illustrator, water-colorist and studio-owner

the reader pays for time

When you run an ad in color or black and white in a national magazine that is bought on subscription or at the news stand, the reader pays for his own time. The reader's choice of a magazine is not a whim of the moment. It is a positive act of preference marked and proved by an expenditure of money and time. The reader pays for editorial service . . . and gets it. His attention and interest are *organized* by the editorial background. Your advertisements in national magazines are part of a service which the reader pays to enjoy.

This is one of a series of advertisements, prepared in cooperation with well-known magazine artists and photographers, which express our appreciation of America's national magazines. Our contribution to magazine advertising is technical . . . our skill in making fine photo-engravings for letterpress and gravure. Our appreciation is more than technical. It is a broad recognition of the basic part played by national magazines in the maturing of society and the moving of American merchandise.

COLLINS, MILLER & HUTCHINGS, INC.

America's finest photoengraving plant
for letterpress and gravure
333 West Lake Street, Chicago

Olin to Install Simplified Brand, Corporate Names

Diversified Operation Assigns New Corporate Campaign to Doyle Dane

(Picture on Page 1)

NEW YORK, March 8—Olin Mathieson Chemical Corp. wants to be on a first-name basis with the world.

The diversified company has announced that it is dropping 12 syllables of its name, scrapping 72 letterheads in the process, and, as of April 10, wants to be known simply as "Olin." It will spend $2,500,000 in advertising to make its wish known.

That's the date Olin Mathieson Chemical Corp.—excuse us, Olin—will launch its "new look" for corporate, divisional, and product communications. Page ads, titled, "Please call us by our first name," will run on a one-shot basis in the *New York Times*, *New York Herald Tribune*, and *Wall Street Journal*.

These will be followed by year-long use of magazine color pages—some bleed—featuring six Olin division products, via photo treatment, in *Atlantic Monthly*, *Harper's Magazine*, *Life*, *The New Yorker*, *Newsweek*, *The Saturday Evening Post*, *Scientific American*, *Time* and *U. S. News & World Report*.

The revamped Olin identity will appear in trade advertising as soon as present schedules end. Olin said about 400 magazines on the company's over-all media list would be affected.

■ Henceforth, corporate activities will be labeled as Olin; divisional levels will adopt logos based on the abbreviated name (Squibb division Olin; chemicals division Olin; energy division Olin; metals division Olin; packaging division Olin; and Winchester-Western division Olin). Product names will be changed only where market positions would be unaffected.

The Squibb and Winchester-Western brand names will remain. Western Brass, however, will be changed to Olin brass; Frostkraft containers to Olin containers; and Frost lumber to Olin lumber.

Olin said the name change, one and one-half years in the making, was designed to give each of the company's operations the benefit of Olin's total investment, and "to eliminate confusion caused by an excessive number of brand names and trademarks." It said the move would help identify divisions with the corporation.

■ Besides the corporate campaign, a new item, Olin billings total more than $8,000,000. Doyle Dane Bernbach, New York, is the agency for Olin corporate, metals, packaging, energy, and Winchester-Western accounts. Nine other agencies also handle portions of the Olin business.

The 72 letterheads, meanwhile, have been pared down to seven. =

Sulger, Booth, Killian to Bates

Alden H. Sulger Jr., formerly with Grey Advertising Agency, has joined Ted Bates & Co., New York, as a vp and an account supervisor for Colgate-Palmolive Co.'s household products division. Bates also has named George W. Booth and Lawrence J. Killian staff art directors. Mr. Booth formerly was a senior art director of Gardner Advertising Co. Mr. Killian was a tv art director of Benton & Bowles.

Henry Lord, McG-H Veteran, Co-Founder of ABP, Dies at 95

NEW YORK, March 9—Henry Gardner Lord, 95, a director and former vp and chairman of the finance committee of McGraw-Hill Publishing Co., died today at his home. His death was attributed to causes stemming from old age.

Henry Lord

Mr. Lord was a co-founder in 1906 of the Federation of Trade Press Assns. of the U. S. & Canada, serving as president in 1910. He was instrumental in converting this group into Associated Business Publications.

He founded *Textile World* in 1888 after a few years in the leather business and as a paper salesman. In 1928 he merged the magazine into the McGraw-Hill Publishing Co., becoming a vp of the company. He was named chairman of the finance committee in 1932, continuing in the position past his 90th year.

He regularly went to his office until last year, and was a regular attendant at board meetings.

■ Mr. Lord always found it easy to put his finger on the one accomplishment of which he was proudest. "I received as much satisfaction out of helping establish ABP as out of anything I have ever done," he once said. ABP grew out of a group of about seven publishers who recognized a need for establishing standards that would raise the level of business paper publishing.

"Many advertisers never even bothered to ask a publisher about his magazine's circulation," Mr. Lord said. The establishment of ABP was the first great step in "removing the stigma that was in those days attached to the trade press."

■ He began his publishing career when, as a 20-year-old, he was offered a half interest in *Fibre & Fabric*. He sensed the opportunity, dug up the capital, and became co-publisher. Three years later he sold out his interest for $5,000 and began his independent career as founder and publisher of *Textile World*.

Textile World was the first business paper ever to publish a sworn circulation statement. Each issue carried on its front page "in good bold type," a circulation statement sworn to by the printer.

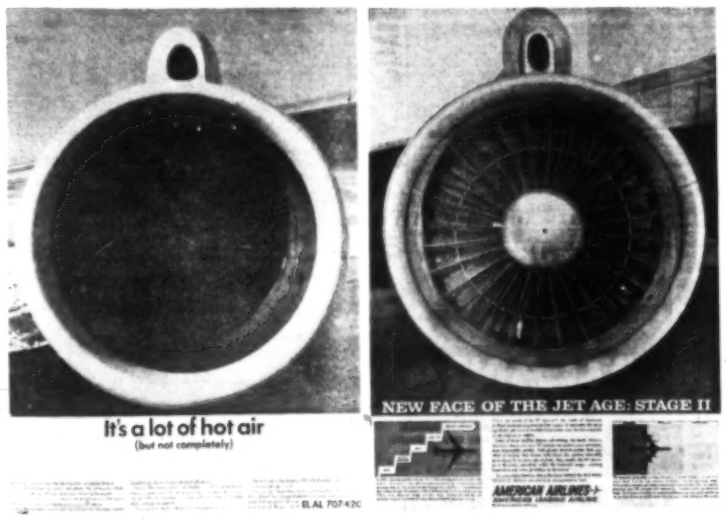
He also liked to recall the meeting he was instrumental in holding in 1905, when representatives of local trade press associations gathered at Niagara Falls to talk over a proposed increase in second class postal rates. The delegates found they had so many other problems in common that they extended the meeting for the better part of a week, and the Federation of Trade Press Assns. of the U.S. was formed.

■ Soon after his 90th birthday he said: "There is no oversupply of competent people in the editorial, advertising or business phases of publishing. The outlook for energetic, competent, imaginative young people is greater today in the business paper field than it has ever been.

"Good jobs exist, with standards and conditions at a much higher level than was true years ago. There are many good careers ahead for the right people in business paper publishing." =

NORMAN A. ROWE

DETROIT, March 8—Norman A. Rowe, 59, director of advertising and pr of Fruehauf Trailer Co., died March 5 in Beaumont Hospital, Royal Oak, of injuries suffered Feb. 28 in a traffic accident. He had been associated with the company 23 years. Mr. Rowe, born in London, England, had been a Detroiter since childhood. He joined George Harrison Phelps Inc. in 1928. Later he was with the Sales Equipment Co. Mr. Rowe had been a member of the Adcraft Club.



JET ABOUT EXHAUST-ED—*The jet age is wearing some similar faces these days, as witness these ads for El Al Israel and American, which ran nine days apart in the New York Times. The El Al ad first appeared on Feb. 1 and then on Feb. 23, via Doyle Dane Bernbach. The American ad, titled "New Face of the Jet Age," ran March 1 and was prepared by Young & Rubicam.*

Montana Law Hits Trading Stamps; Idaho Bill Fails

SEATTLE, March 7—For trading stamps—one of the warmest issues in legislatures of three western states—it was a case of win, lose and draw.

With sessions in Montana and Idaho closed and with the session in Washington past the point at which legislation can be reported out of committee, these developments stood out:

Montana: A bill described as "kill 'em dead" legislation was signed into law Saturday containing provisions that the chief sponsor, Rep. Russell Conklin, said was designed to run trading stamp companies out of Montana.

The Montana law requires stores that use trading stamps to pay an annual license fee of $100 and also a 2% tax on gross receipts. As originally written, the legislation called for a $6,000 annual license fee plus 1% on gross receipts.

Idaho: A bill intended to curb trading stamps was passed in the House and Senate but died under a veto by Gov. Robert E. Smylie, after the legislature had completed its session.

The Idaho bill would have prohibited the issuance of trading stamps except at stores where the stamps were redeemable in cash or merchandise. Governor Smylie said that the legislation was an interference with free competition and was poorly drawn. The bill, he said, would allow large stores to continue to issue trading stamps while preventing smaller stores from doing so.

Washington: Efforts headed by Sperry & Hutchinson to liberalize Washington State's 50-year-old virtual ban on trading stamps came to naught. With the legislature past the point in its 60-day session when it could consider committee reports, the bill to loosen the restrictions on stamps was still locked in committee.

At present, Washington law requires each store that issues trading stamps redeemable in merchandise to pay an annual fee of $6,000. Opposition to any liberalization in this law was headed by the Washington State Food Dealers Assn., Washington State Pharmaceutical Assn., and other retail organizations. =

Ruegg, Webster Are Named to New Posts in CBS Radio Shuffle

NEW YORK, March 9—A major shakeup of the CBS Radio high command this week produced new bosses for CBS Radio Spot Sales and owned station administration.

Fred Ruegg, vp and general manager of KNX, Los Angeles, has been named vp in charge of station administration, replacing Jules Dundes. Mr. Dundes will go back to KCBS, San Francisco, as vp and general manager. He was the top official at KCBS until CBS shifted him to New York in 1956.

Fred Ruegg Maurie Webster

■ Mr. Dundes, in turn, replaces Maurie E. Webster, who has been appointed vp and general manager of CBS Radio Spot Sales. Milton F. Allison, the current holder of that title, will be given new sales responsibilities with the network-owned representative company.

Robert P. Sutton, program director of KNX, will move into the office of vp and general manager, succeeding Mr. Ruegg. =

Lilienfeld Boosts Kruchko

George W. Kruchko, formerly senior radio-tv writer, has been promoted to copy chief of Lilienfeld & Co., Chicago. The copy function at the food agency was previously under the direct supervision of Anne B. Coyle, who continues as vp and creative director.

Jann & Kelley Boosts Pitzer

Fred W. Pitzer, vp of Jann & Kelley, New York, newspaper representative, has been appointed national sales director of the company.

Ohio Oil Plans Expansion Drive

Ad Chief Phillips Lauds Dailies' Aid in Marathon Label's Growth

PHILADELPHIA, March 9—Ohio Oil Co. has increased its newspaper advertising appropriation by 11% this year over 1960, in anticipation of its invasion in strength of metropolitan markets, J. J. H. Phillips, advertising and sales promotion manager of the Findlay, O., company, said here.

He spoke last week at a meeting of the Philadelphia chapter, American Assn. of Newspaper Representatives.

In keeping with the direction of expansion, greater advertising emphasis will be placed on the more important metropolitan markets, Mr. Phillips said.

Ohio Oil, which started 37 years ago in the small towns and rural areas, entered Detroit 18 months ago with the acquisition of Speedway Petroleum Co. At the beginning of this year Ohio acquired Ross Oil Co., Akron, which has 90 stations in the Akron area and will begin distributing under Ohio Oil's Marathon trade name April 1.

■ Other acquisitions are coming up and entry in such markets as Cincinnati, Cleveland, Youngstown, Milwaukee and Chicago is scheduled, Mr. Phillips said.

The company presently operates in six states: Ohio, Indiana, Illinois, Michigan, Kentucky and Wisconsin. Expansion is planned within this existing marketing area.

Ohio has a schedule of some 200 newspapers, which are its primary advertising medium. Some outdoor, spot radio, tv and program radio also are used in connection with promotions.

For 1961, newspaper linage use will be stepped up to range from 25,000 to 40,000, and frequency will average every other week, Mr. Phillips said. More extensive use will be made of color.

■ "Each year over the past three years we have substantially increased our newspaper expenditures, because we feel they do the best job for us. They provide flexibility and represent an important influence in the community," Mr. Phillips declared. "We are interested in how the newspaper reaches the public of our particular market in the most congenial, friendly and effective way."

On the current discussion of package discounts as applied to newspapers, Mr. Phillips predicted a pattern will come probably within two years. He noted that AANR "has already taken the steps as far as its responsibility" when the national group set forth four basic concepts in New York last month.

"We as advertisers cannot solve the problem," he said. "Basically, it is the publisher's problem. When the choice has been reduced from 21 to perhaps three concepts, the advertiser will be able to be of more help."

Were such package discounts available, "we would not want to reduce our newspaper spending a bit," Mr. Phillips said. "It would enable us to take the savings from a somewhat reduced cost of newspaper advertising to put into more frequency, increased linage, or even more color." He pointed out his company's advertising budget is not geared to the cost of the media but to the economy and to the company's objectives for the year.

N. W. Ayer & Son is the agency for Ohio Oil. =

In electronics, a transducer converts energy from its original form into an analogous electronic signal.

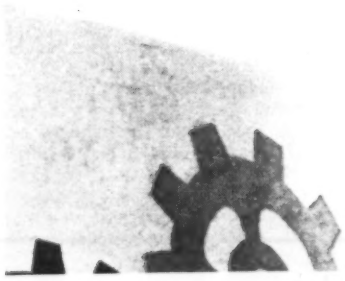
A familiar transducer, the microphone, converts sound waves into corresponding electrical signals for amplification and transmission.

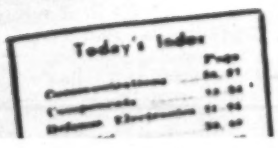
The news-gathering staff and facilities of Electronic News is, in a sense, a unique transducer.

Electronic News converts multi-faceted developments affecting the electronics industry into useful, live news energy — energy which shapes important technical and business decisions.

transducer

transducer





Electronic News®
INDUSTRY'S WEEKLY NEWSPAPER • A FAIRCHILD PUBLICATION
Setup

'Washington Post' Buys 'Newsweek'

NEW YORK, March 10—*Newsweek*, for many months the center of rumors that it was to be sold, yesterday was purchased by the Washington Post Co. One estimate put the price at $8,000,000, but it was understood that the newspaper paid "considerably more" to gain a 59% interest in the magazine.

Announcements of the purchase ended efforts by a *Newsweek* management group to buy a majority interest in the weekly from the Astor Foundation.

The aim of this group had been "to broaden greatly the employe stock acquisition and profit-sharing programs started by the late Vincent Astor. A further objective is to create a public market for *Newsweek* stock, thus placing the corporation in a better position to acquire new properties."

■ A spokesman for the *Newsweek* management group said today, however, that he was "excited and happy about the outlook, and I'm sure the staff feels the same way. Philip Graham (head of the *Washington Post* and *Times-Herald*) is an active, savvy man in an allied business. He plans to maintain *Newsweek's* policies without interference."

The bid by Mr. Graham and the *Washington Post* for *Newsweek* apparently exceeded that of the magazine's management group and those reportedly made by Norton Simon, of the McCall Corp., and S. I. Newhouse, of the Newhouse chain of newspapers. Mr. Newhouse in 1959 acquired a substantial interest in Conde Nast Publications and a few months later Nast bought out the competing Street & Smith Publications.

Repeated reports that *Newsweek* would be bought by outsiders were denied in January by Malcolm Muir, board chairman, who revealed also that a management group was dickering with the Astor Foundation. Mr. Muir said then: "The Astor Foundation has announced it is not engaged in negotiation with any other prospective buyer."

The *Washington Post* and Mr. Graham, it was learned, were not at that time bidding for the property. Mr. Graham, ADVERTISING AGE was told today, "was a late starter."

■ An Astor Foundation statement yesterday said the *Post* had also agreed "to offer to purchase from the other stockholders of *Newsweek* their holdings on the same basis as was given to the foundation." About 12% of *Newsweek's* stock is held by ex-Gov. W. Averell Harriman of New York, and the remainder by Mr. Muir, his family and top *Newsweek* executives. Shares outstanding total 300,000.

Newsweek's advertising revenue has nearly tripled in the last decade. Based on PIB figures, its revenue climb looks like this:

1950—$10,184,717
1951— 12,597,516
1952— 14,489,209
1953— 15,205,490
1954— 15,639,273
1955— 18,095,280
1956— 19,946,330
1957— 22,895,800
1958— 21,234,800
1959— 25,062,168
1960— 27,165,229

In an interview today, Mr. Graham said the deal had created an organization to be known as Newsweek Inc., which now owns the weekly. It will be a *Post* subsidiary.

Mr. Graham said Malcolm Muir Sr., formerly board chairman, would remain with *Newsweek* as a board member and chairman of the executive committee. He added he was "hopeful" that Malcolm Muir Jr., now executive editor of *Newsweek*, would accept a "top executive position" on the *Washington Post*. Osborn Elliott, formerly managing editor, was named editor of the magazine. He succeeds John Denson, who recently moved to the top editorial spot at the *New York Herald Tribune*.

Gibson McCabe will remain as president and publisher. Mr. Graham said he planned to form a second subsidiary of the *Washington Post* which will cover radio and television stations. *Newsweek* now owns 45% of KFSD Inc., San Diego, and the *Post* owns WTOP in Washington, and WJXT, Jacksonville.

Mr. Graham stressed that he planned no policy change at ***Newsweek.***

■ Only 28 years ago, the Washington Post Co., which has just bought control of *Newsweek*, was purchased at bankruptcy auction by the late Eugene Meyer for $825,000. A retired banker, Mr. Meyer was entering the newspaper business for the sheer joy of building a good newspaper. In all, he is reported to have poured $20,000,000 into reshaping the *Post*, by the time it began to become a profitable investment in the early 1940s. Much of his interest was directed to strengthening the newspaper's editorial staff and establishing it as an authoritative voice in the nation's capital.

■ The *Post's* breakthrough into becoming a highly successful property dates from March 17, 1954, when Mr. Meyer and Col. Robert R. McCormick, representing two extremely divergent ends of the political scale, got together on a $10,300,000 deal which enabled the *Post* to absorb its morning rival, the *Times-Herald*.

With the absorption of the *Times-Herald*, the *Post* had the morning field to itself. Its publishers became free to build on a bigger scale.

Since 1946, operating direction of the *Post* has been largely in the hands of Philip L. Graham, now 44 years old.

Member of a wealthy Dade County, Fla., ranching and dairy family, Mr. Graham had entered the University of Florida at 16. Later he went to Harvard law school, where he was editor of the *Law Review* and finished 10th in his class. After Harvard, he became law clerk to Associate Supreme Court Justice Stanley Reed.

■ Mr. Graham married Eugene Meyer's daughter Katherine in 1940 and embarked on law practice. When he returned from World War II, where he rose from private to major in Air Force intelligence in the Far East, his father-in-law was 70 years old. Mr. Meyer persuaded him to join the *Post* as associate publisher Jan. 1, 1946.

Mr. Meyer remained active in the development of the Post company until his death in July, 1959, but for most of the past 16 years, Mr. Graham has been chief operating executive of the company, as publisher and chairman. Recently, in a company reorganization, John Sweeterman, former business manager of the newspaper, was elevated to publisher, to leave Mr. Graham free for other activities.

■ The Post company started on the expansion trail in 1950, purchasing WTOP, am, fm and tv in Washington in conjunction with CBS for $1,400,000. In 1953, WJXT-TV, Jacksonville, joined the Post broadcast division for $2,420,000, and in 1954 the *Post* bought the CBS minority interest in WTOP for a sum reported to be "over $3 000,000." Post broadcast division is under the direction of John Hayes, an exec vp of the company. #

FRAGRANT—*These are two pages of the grape-scented four-page Manischewitz wine insert which will appear in TV Guide.*

'TV Guide' to Carry Manischewitz Wine Grape-Scented Ad

NEW YORK, March 8—The smell of Concord grape will be wafted into more than 4,000,000 tv homes this week and next. The smell will be part of an ad "package" placed in *TV Guide* by Monarch Wine Co., maker of Manischewitz kosher wines. It will run in the Virginia regional edition March 18 and in 10 other editions, including metropolitan New York, Chicago and California, March 25.

The ad—a four-page insert prepared by Grant Advertising—will feature Manischewitz Concord wine, and odds today were that future issues might carry what the company calls the "wonderful aromas" of its other types, such as blackberry, loganberry and cherry.

However, the grape aroma will not be exactly "kosher." It will come from a synthetic compound supplied by Fragrance Process Co. and is the invention of Alfred Neuwald, president. Mr. Neuwald said he supplied about 1,400 lbs. of the compound for 4,625,000 copies of *TV Guide*.

■ Printing began Feb. 28. According to Mr. Neuwald, the aroma will last beyond the life span of the magazine. From the first printing of the insert to the last day of which the issue will be current, the "life span" was put at one month.

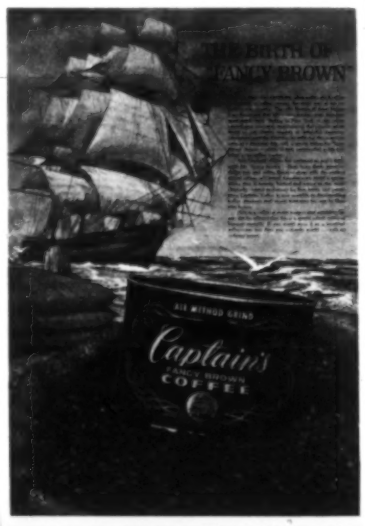
This is understood to be the first time that a major consumer magazine will carry scented advertising on such a scale. Major obstacles to more widespread use are what the public will say, and the expense. Mr. Neuwald said because the aroma is "burned out" in large runs due to the high heat, the best medium is an insert.

■ *TV Guide* ran a scented ad in its Boston regional edition last Oct. 22, featuring Vick Chemical Co.'s Sinex nasal spray. Morse International was the agency.

A more recent scented ad in the East was run earlier this year in Harrisburg and Pittsburgh newspapers. The advertiser was Pepperidge Farm Inc., Norwalk, Conn., which hopes to repeat the ad for cinnamon bread through its agency, Ogilvy, Benson & Mather.

■ Manischewitz had invested $80,000 in this one-shot campaign, Nort Wyner, director of sales and advertising, said today. Spelling out the company's reasons for going into scented ads, he said: "One of the problems in our industry is how to communicate a taste sensation. Because taste and smell are so closely associated, we decided to try to reproduce as accurately as possible the smell of the grapes that go into our wine." *(For other news of Manischewitz wine see Page 22.)*

According to Fragrance Process, a coffee-scented ink will be used for a four-color page for Nash's Coffee, St. Paul, Minn., March 15 and 17 in the *Minneapolis Star & Tribune*. This is claimed to be the first time that a coffee scent will be used in newspapers. Campbell-Mithun, Minneapolis, is the Nash agency. #



SMELL THE COFFEE—*This four-color page for Nash's coffee in the March 15 and 17 Minneapolis Star & Tribune will be coffee scented.*

Norge Sets Drive for Coin-Op Dry Cleaning 'Villages'

CHICAGO, March 9—Norge division of Borg-Warner Corp. will launch the first magazine campaign for coin-operated dry cleaners in the May 8 issue of *Life*.

Good Housekeeping, *McCall's*, *Parents' Magazine*, *True Story* and *Woman's Day* will carry 15 ads between July and December, the company said.

Norge said that by the end of March more than 300 of its "laundry and cleaning villages" offering "wait and wear" dry cleaning would be in operation.

In addition to the concentrated newspaper campaigns that accompany the opening of new "villages," Norge will continue its campaign directed to investors and business men in general. More than 25 ads are set for April and May in *Barron's*, *Journal of Commerce* and the *Wall Street Journal*.

Through June, nearly 70 ads will appear in trade media, including *American Drycleaner*, *American Laundry Digest*, *Automatic Launderer & Cleaner*, *Cleaning & Laundry Age*, *Cleaning Laundry World*, *Coin-Op*, *Launder-Matic Age & Coin-Op Journal*, *Laundry Journal* and *National Cleaner*.

Keyes, Madden & Jones is the agency. #

Chock Full O' Nuts Seeks Successor to Grey Following Rift

(Continued from Page 1)

station tv net presentation last New Year's Eve of the "Guy Lombardo Show," ran counter to Grey's flexible market-by-market, product-by-product promotional strategy. He said it was another example of Chock "putting a collar around the agency's neck," and of Chock President William Black's "unilateral advertising decisions."

Grey, Chock's agency since 1954, said its client's volume rose from $5,542,441 to $15,573,647 from '55 to '60. In New York, a Chock market stronghold, the company's share of market increased from 7% to 13% during the agency's reign, Grey said.

■ Chock started switching part of its radio budget away from spots and into a 15-minute musical program, the "Page Morton Show," heard in 15 cities, last fall. One source said the company recently flirted with the idea of going heavily into a regular tv net half-hour show, built around Mr. Lombardo and Miss Morton, which would have "chewed up the entire tv and radio budget."

The company's vp in charge of advertising, Jack Rosenthal, said he had already received "25 or 30" agency presentations. Earlier, Chock indicated it was looking for "an agency with experience in the grocery field, particularly one which has handled a coffee account." #

Post Cereals Buys Participations in Dick Tracy Series

HOLLYWOOD, March 9—Television Personalities Inc. is using its sale of participations to the Post division of General Foods for its new Dick Tracy cartoon series as bait in offering the strip in a number of major markets.

Post's agency, Benton & Bowles, made a pact with Hank Saperstein, president of Television Personalities, in which the cereal maker committed itself to buying weekly minute participations in the series when it is sold in specified markets. Already signed for the partially sold cartoons are New York; Chicago; Philadelphia; Boston; St. Louis; Augusta, Ga.; Chattanooga; Joplin, Mo.; Clarksburg, W. Va.; and Steubenville, O.

■ More stations are expected to be added before the scheduled early summer start. The cartoons, produced by UPA Pictures, consist of 130 five-minute segments, which may also be incorporated into half-hour shows.

Post has merchandising rights for the characters in the first-run Dick Tracy series. #

Owl Rexall Consolidates Account with Beckman, Koblitz

Owl Rexall Drug Co., Los Angeles, division of Rexall Drug & Chemical Co. which operates 31 drug stores in the West, has consolidated its account with Beckman, Koblitz, Los Angeles. The account, which bills in excess of $250,000, formerly was split between Milton Weinberg Advertising Co., Los Angeles, which handled 22 stores in Southern California, and Wenger-Michael, San Francisco, which handled seven stores in northern California.

The account currently is using broadcast media; newspaper advertising still will be under internal direction. The account follows to the agency Robert Benveniste, former Owl ad manager who has joined Beckman, Koblitz as vp and account supervisor *(see story on Page 96)*.

it takes a "sixth sense" to make the most of the fast growing OEM

The "first five" are concerned with measuring media. You weigh editorial, readership, response, circulation and advertising volume . . . and arrive at a good sense of relative values. In the case of MACHINE DESIGN, of course, you get facts which prove leadership on all points. But what about measurement of market for your products? The OEM MANUAL, prepared by the Market Research Department of MACHINE DESIGN, meets the needs of your "sixth sense" best. It provides the latest and most comprehensive data available to help you plan your marketing approach to the OEM. It's one of the chief reasons why MACHINE DESIGN is recognized as Headquarters for OEM Information. Ask your MD man for the full story. MACHINE DESIGN, A Penton Publication, Penton Building, Cleveland 13, Ohio.

ABP BPA MACHINE DESIGN

Woody says: Start sales rolling in Central Illinois with

RED CARPET* ADVERTISING

*Red Carpet Advertising? It's product moving advertising plus down-to-earth local merchandising. Here's how it works: 1. We send direct mail to retailers inviting local tie-in ads. 2. We follow up with personal calls. 3. We send you a written report. Mail your ad or come in person, the "Red Carpet" is out. Combine this hard-hitting plan with a $233,000,000 market in Illinois' 7-richest counties; incomes 20% above average; balanced industry, farm, education. It's the ideal market right in the heart of the golden Central Illinois corn belt.

R.O.P. Spot Color - plus Ful Color (black and 1, 2, or 3 colors Daily and Sunday)

BLOOMINGTON-NORMAL, ILLINOIS **Pantagraph**

Represented by: Ward-Griffith Co., Inc.

Along the Media Path

Thomas J. Lipton Co. will sponsor the second annual "TV Guide Awards" show on **NBC-TV** June 13. The program will originate in Hollywood and New York, and will be chiefly entertainment, with 15 minutes devoted to awards.

• **WSPD**, Toledo, has moved its operations into a new $200,000 radio center at 125 S. Superior St.

• "Playboy Has the Keys to the Liquor Market," a new study of the magazine's audience characteristics in relation to the beverage market, has been published by and is available from **Playboy**, 232 E. Ohio St., Chicago 11.

• Effective with the February issue, **Modern Materials Handling** began using "slotted binding" instead of the conventional side stitching. The change allows the issue to lie flatter, making it easier to handle and easier to read.

• **Parents' Magazine** will celebrate its 35th anniversary with a special issue in October. It will be devoted to the theme family health.

• Eight leading food packers and associations and seven major chains and independent food stores from coast to coast will support **Seventeen's** tenth semi-annual "Young Consumer Nutrition Education Program" in April.

• Week-long activities and special ceremonies are being planned for the formal opening, dedication and public tours through the new $3,500,000 Communications Center, home of **WFAA** and **WFAA-TV**, Dallas, beginning April 5.

• **Management Methods** has published its first German edition, entitled *Fuehrungspraxis*.

• The fourth annual International Travel Section was published by the **Montreal Gazette** in its Feb. 18 issue.

• A Certificate of Participation has been awarded to **WBZ**, Boston, by the U. S. Information Agency in Washington. The award was presented to the station on behalf of its documentary, "Portrait of New England."

• Orrefors crystal vases will be presented by **Holiday**, as part of its 15th anniversary celebration, to each of 40 companies which have advertised in *Holiday* every year since the magazine was launched in 1946.

• **WAGA-TV**, Atlanta, telecast the new world premiere of "Gone With the Wind," winner of 10 Academy awards, live from the original Loew's Grand Theater in Atlanta, on March 10. Original premiere of the movie was held in the same theater in 1939.

• A 20-page brochure outlining the highlights of the station's 35 years of broadcasting has been published by and is available from **WRVA**, Hotel Richmond, Richmond 12.

• The relative positions of the U. S. and Russia in the missile race were presented in a color fold-out section, appearing in the March 5 issue of **The American Weekly**.

• Career opportunities offered by the broadcasting industry are headlined in a special slide presentation, produced by **WIL**, St. Louis. The program package consists of a slide presentation, a station management representative and one of the WIL radio personalities.

• The first **Houston Post** Home Section, which will appear regularly on Sunday, was published in the March 12 edition of the newspaper. The section contains reports on the commercial and residential building industry, mortgage money market, developments in the housing field, articles on home improvement, do-it-yourself projects, gardening and special illustrated features on area homes.

• The **Outdoor Advertising Assn. of America** has issued a brochure to introduce its new

You pick your salesmen carefully...

Choose your air salesmen just as carefully . . .

Check List for Hiring Salesmen:

✓ INTEGRITY
✓ STABILITY
✓ RESPONSIBILITY

You look for these qualities when you hire a salesman. Be just as sure you get them when you hire *air* salesmen. In Des Moines KRNT and KRNT-TV Air Salesmen have these qualities. That's why people believe in and depend on KRNT RADIO AND TELEVISION:

- **People have been dialing KRNT Radio for reliable news and sports information for 26 years. Highest ratings for years.**
- **ARB and Nielsen prove our television news and sports are also the "preferred ones". Always top rated.**
- **The community knows locally-produced religious and civic-minded shows appear regularly in our schedules.**
- **Local radio advertisers have given us by far the biggest share of business in a six-station market.**
- **Local television advertisers have given us 80% of the local business in a three-station market.**

Check our ratings with the Katz Man.
He can help you hire our salesmen, too.

KRNT

Radio and TV – Des Moines

An Operation of Cowles Magazines and Broadcasting, Inc.

PROMOTION—*Carlisle-Allen Co. ran this three-color page ad in the Telegraph, Painesville, O., as part of its campaign to emphasize American-made products with displays, posters and flags inside and outside its three department stores.*

service, PACE (Poster Advertising Circulation Evaluation). The new service provides data on poster advertising reach and evaluation, permitting direct comparisons with those of other major media. Additional information may be obtained from Walter Holan, Outdoor Advertising Assn. of America, 24 W. Erie St., Chicago 10.

• On March 2 **McCall's** gave commuters a chance to take that "one step beyond" via alternate advertising copy on full pages run in that day's *Chicago Daily News*, *New York Herald-Tribune* and *New York Times*, in an effort to promote its March feature on extra-sensory perception. Every other copy of each paper carried the following headline atop the page, with an oversize and hazy reproduction of the March cover below: "Below you see the cover of the most exciting magazine in America today. If you do not, we think you may want to read the article on extra-sensory perception on page 94 of the March issue of *McCall's*. If you're one of those who do see the cover, the same article will tell you why you do." The next, or alternate, copy of each newspaper eliminated the picture entirely.

• A 32-page pull-out supplement on Southern fishing will be carried in the April issue of **Progressive Farmer.**

• **Appliance Manufacturer** has presented to Dow Corning Corp. an award in honor of its attaining the highest Ad-Gage readership ratings among all advertisements run in *Appliance Manufacturer* during 1960.

• In connection with the Chicago National Boat Show, to open March 25, the **Chicago Daily News** will publish a special review of the show and the boating industry in its March 24 issue. The **Chicago Sun-Times** will publish its special boating issue on March 25. The **Chicago Tribune**, which at one time published an "official" boat show section, erred in telling ADVERTISING AGE (AA, Feb. 27) that it would publish the "official" supplement for the boat show this year; the *Tribune* will publish a supplement, but it will not be "official."

• On Feb. 28 the **Coeur d'Alene Press**, Coeur d'Alene, Ida., published its annual Emerald Empire Edition, containing four special sections on the economy and developments of the five counties of Idaho's northern panhandle.

• More than 800 entries were received in a recent contest sponsored by **WLEU**, Erie. Listeners were asked to send to the station articles they considered the most useless thing in the world. The winning entry consisted of broken indoor plumbing.

• The **American Weekly** recently sent "Crystal Ball" magnifying glass-paperweights to advertisers and agency personnel to publicize its new Crystal Ball editorial series.

• The **New York Herald Tribune** published its eighth annual World Travel Guide on March 5.

• The Summer 1961 issue of **The Bride's Magazine** will carry a record 160 pages of advertising.

• **KADY** and **KADI**, St. Louis and St. Charles, Mo., have received the 1960 Gold Medal Award for the best radio music program in the midwestern states by **TV-Radio Mirror**. The award was presented to the stations for the series of Laclede Gas Co. "Happy Holiday" radio spectaculars, featured last year on various holidays.

• The **Cincinnati Post** and **Times Star** devoted its Feb. 25 issue of its *All Week Magazine* section to **WLW-Radio**, Cincinnati, in recognition of its winning the first annual Broadcast Pioneers Mike Award.

• **Department of New Laurels: McCall's** carried a record-breaking total of $8,318,000 in advertising revenue in the first quarter of 1961, a 33.5% increase over the same period in 1960. #

Rosen Co. Buys Shelter-All

Raymond Rosen Co., appliance distributor, has acquired controlling interest in Shelter-All Corp., which licenses operators to sell advertising space on the sides of its school children's shelters in rural and suburban highway locations. Thomas F. Joyce, former consumer products advertising vp of Radio Corp. of America, and a Rosen partner, is president of Shelter-All.

St. Anthony MESSENGER
A million prospects await your message.
ADVERTISE NOW!
MAY ISSUE CLOSES MAR. 20
Orders and sample copy requests to
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd Chicago 4
Telephone HArrison 7-7176
NATIONAL CATHOLIC FAMILY MAGAZINE

When you start your count-down for resultful media—take heed of this billion dollar market and the ONE low-cost medium that triggers sales with impact! Daily metropolitan coverage is **91.6%** (Arizona family coverage **63%**). One of the nation's fastest growing electronics centers, Metropolitan Phoenix shows a five-year **82.5%** boost in manufacturing employment; manufacturing payrolls are up **92%**; food sales have more than doubled. Penetrate this BUYING POWER and a growth pattern that's second to none!

THE ARIZONA REPUBLIC *Morning and Sunday* THE PHOENIX *Gazette* *Evening*

CHAS. E. TREAT, NATIONAL ADVERTISING MANAGER, BOX 1950, PHOENIX, ARIZONA • REPRESENTED NATIONALLY BY KELLY-SMITH CO.

let's take a first, second and third look at the

The 408 half hour Nielsen-rated evening periods thus far this year* reveal some fascinating statistics:

ABC was first or second in 351 of these periods. Competitively, this puts ABC 21% ahead of Net Y, 98% ahead of Net Z in half hour firsts or seconds.

The race for third was copped by Net Z. It came in third 57% of the time. Net Y came in third 29% of the time. ABC came in third only 14% of the time.

That this trend continues to trend is evidenced by the chart on the right. This, the latest week's tabulation,* again has ABC leading in firsts or seconds. And Net Z again leading in thirds.

Isn't there a yardstick here for more effective network television buying?

ABC TELEVISION

net scene:

Network	1st place	2nd place	3rd place
ABC-TV	21	23	7
Net Y	19	11	21
Net Z	11	17	23

*Source: Nielsen 24 Market TV Reports. Average Audience, one week and 8 weeks ending Feb. 19, 1961. Sunday 6:30-11 PM. Mon.-Sat. 7:30-11 PM.

The Editorial Viewpoint . . .

Fun & Frolic in Adland

To "between 100 and 125" advertising men and women and their wives, husbands and families, the most important news in advertising was limned in a brief and relatively inconspicuous item on Page 93 of last week's issue of this family newspaper.

It was a news flash relating some executive changes at J. Walter Thompson Co., New York, and it concluded:

"JWT confirmed reports circulating here that 'between 100 and 125' employes have been sliced recently from the payroll or 'given opportunity to make their own moves.' The cutback was attributed to loss of the $13,000,000 Shell Oil business, effective last Dec. 1, and of the $4,000,000 Boyle-Midway billings last summer."

No onus attaches to JWT in this case. In fact, it seems apparent from the appearance of the item at this late date that many of these displaced people actually were held over beyond the date when dismissal would have been prudent from purely business considerations.

But a great deal of onus attaches to the advertising and agency business as a whole as long as this sort of mass release of competent workers continues every time accounts of any size change hands. It is about time that the business did something about displacement of large groups of people, with no provision for their further employment.

When an account changes hands, it is reasonable to assume that the principal people on the account will change. The client presumably wants new contact, planning and creative heads, and he should get them. But if the account is sizable, there will be second echelon people at the agency who know the day-to-day routine, and who presumably could help make the transition smoother if they went along with the account to its new agency home.

Sometimes they do; but all too frequently they don't. Perhaps it is time the client took the initiative by insisting, when he changes agencies, that in the event second-level hiring is to be done by the new agency, the people who formerly worked on the account get first crack at the jobs.

Du Pont Research Makes Sense

The continuing research into the effectiveness of advertising which Du Pont is engaged in, and which Edward J. Pechin, assistant director of advertising, outlined to the Associated Business Publications meeting last week, makes very good sense.

Du Pont is putting about 1% of its $40,000,000 annual advertising expenditure into a study, now in its fourth year, designed to unearth some basic information about advertising and how it works. The project is long-term, and it is being done in the atmosphere of "pure research."

In the past, Mr. Pechin explained, advertising research has been conducted by people with insight and experience in advertising problems, but perhaps without proficiency in scientific methodology. This, he believes, might have retarded "the development of theories of how advertising works—theories which are necessary if we wish to predict the profit effects of advertising—the ultimate goal."

Du Pont's emphasis on advertising theories, and on long-range results which might help in developing sound theories, is perhaps not a unique approach, but it is an unusual one. The company, for example, is attempting to discover some clue to that still too elusive question, "How much should we spend for advertising, and what would happen if we spent twice as much, or half as much?"

There has been a great deal of advertising research, but almost all of it has been too narrow in its concept and execution to provide broad generalizations which can ultimately build up a sound theory of advertising performance.

It is in this area of broad theory that many of us hoped the Advertising Research Foundation would lead the way. Perhaps it is, but at this stage it would be difficult to prove it.

Cigarets and Automobiles

Ten or 15 years ago, one might have said that the cigaret manufacturers who had successfully snared a substantial segment of the consumer market were sitting pretty.

The same was true of the automobile business. In both instances, the number of brands was being continually reduced, and a handful of leaders were grabbing a continually increasing share of market.

Now the situation is reversed in both fields. There has been a tremendous proliferation of brands and types in the cigaret business, and no one brand any longer has anything like the share of market several leaders had a few years ago. And, of course, the same thing applies to the automobile field.

The cigaret people seem to be prospering, nonetheless. They have survived some pretty tough problems, and their sales and profits look very good again. Perhaps the automobile people can do the same, even though at the moment the clouds are pretty dark.

Gladys the beautiful receptionist

—Sandy Woodbridge, Bozell & Jacobs, Omaha.

"He can make any job impossible if you give him time enough."

What They're Saying . . .

Just Like Home

One of the nation's major concerns in the automatic laundry business recommends the installation of coin-operated television in the 25,000 coin-operated laundries that have flowered throughout the United States in recent years. Its reasoning is admirable: Beat the competition.

And the competition the concern has in mind is not commercial. It figures that some women do their washing at home so they can watch television while Suzie's shorts and Johnny's jeans are whirling merrily in the machine.

There may be a contrary-minded school of thought, though, one working on the premise that when a woman goes to the do-it-yourself laundry on the corner she wants an interval free from all domestic commitments. Otherwise, in addition to the tv sets, the laundry people might go the whole hog and install two whining tots, a yapping dog, a telephone ringing, a brush man, a burning cake and something to cause a breakdown in the washing machine, so the dear girl REALLY will feel at home.

—From an editorial in the Springfield, Mass. Union.

How We Gonna' Tell 'Em Down on the Farm

Some years ago, an old and respected producer of livestock feeds issued a booklet for farmers on the care and feeding of cows. It was written by a leading veterinary scientist in a clear, lucid manner; it was designed by a well-known artist of marked avant garde tendencies. The cover design was a brilliantly colored representation of a cow in the Cubist style of George Braque. The booklet received many compliments, but it was a complete bust—simply because the farmers wouldn't read it. As one of them put it: "These guys can't know what they're talking about—they don't even know what a cow looks like!"

There's a moral to this story, and it might be put this way: We cannot design industrial literature in an artistic vacuum. Any piece of sales literature—large or small—needs a strong visual statement to reflect the high regard we entertain for our product.

—From a speech by Arthur Schlosser, president, Monogram Art Studio, New York, at the workshop session of the Direct Mail Club of Indianapolis and the Art Directors' Club of Indiana.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

EDITORIAL

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F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **John B. Carlson**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, William A. Maher, Alfred Malecki, B. Richard Weston, Don Walsh**. Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Murray Packard**. Los Angeles: (Simpson-Reilly Ltd., 1709 W. 8th St., HU 3-0561) **Walter S. Reilly, James March, William C. Pritchard**. San Francisco: (Simpson-Reilly Ltd., 703 Market St., DO 2-4994) **Richard B. Paulsen**. Portland, Ore.: (Frank J. McHugh Co., 520 S. W. Sixth Ave., CA 6-2561) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co., 101 Jones Bldg., MA 4-3840) **Thomas A. Knowles**. London: Publishing & Distributing Co., Ltd., Mitre House, 177 Regent St., London W1. Paris: Gerard Lasfargues, 186 Boulevard Malesherbes, Paris 17.

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

People who feel that advertising is still a young business should note that N. W. Ayer has just published the 93rd edition of its annual directory.

•

A best seller among advertising agency people will be Rosser Reeves' "Reality in Advertising," which is reported to have brought the $6,000,000 Mobil Oil account into his shop.

•

Advertising has created such a huge market for orange juice that consumers continue to call for it even though much of what is served them tastes like anything but orange juice.

•

The rising tide of color—tv color, that is—is bringing more set manufacturers into the field, and now all that advertisers need is to have more network programs available in something other than black and white.

•

Henry Zwirner has suggested that the Post Office supply air service at premium rates for second class mail, and the idea is so practical and revenue-producing that even Washington may be persuaded to consider it.

•

Appliance manufacturers are now beginning to talk about the lifetime service built into their products, but of course this won't keep housewives from trading them in on later models.

•

Du Pont is now spending 1% of its $40,000,000 appropriation for research into how to make its advertising more effective, an item that might be described as a reasonable premium on an important insurance policy.

•

No wonder Lou Boudreau is smiling in the picture presented by WGN-Radio on his work as announcer for the Cubs baseball games. He won't have to manage the Cubs or even be one of their numerous coaches.

•

Life's 25th anniversary party over tv was rated a big success, even to the closing statement, presented by an eloquent young man seated in the White House in Washington.

•

Don Dilworth reminds media salesmen who don't get on the list that it's unprofitable to get mad at the advertiser or agency—there's always a new list coming up pretty soon.

•

Retail merchants may not like the expense of trading stamps, but housewives are delighted to receive them, as was demonstrated to the satisfaction of the Colorado legislature considering restrictions on the tasty confection.

•

"Let's throw away the crying towel and get off our upholstered seats," suggests the *Chicago Tribune*.

And also get the lead out of our pants.

COPY CUB.

The Washington Post with 45,390,000 lines of advertising during 1960 was first in Washington, seventh in the United States and fourth among newspapers in America's top ten markets.

TOTAL ADVERTISING
Year 1960
Media Records
6 and 7 Day Newspapers

1. Los Angeles Times	80,356,751
2. New York Times	61,922,811
3. Miami Herald	59,879,423
4. Chicago Tribune	56,365,279
5. Milwaukee Journal	56,142,596
6. Cleveland Plain Dealer	51,614,002
7. The Washington Post	45,390,776
8. New Orleans Times-Pic.	44,228,641
9. Washington Star	43,125,202
10. Phoenix Republic	42,697,171

FIRST IN WASHINGTON
IN CIRCULATION
IN ADVERTISING
IN AWARDS

Member Newspaper Color Advertising, Inc.
Continuity Rates Apply to Both Color and Black and White.

Represented by: Sawyer, Ferguson, Walker—N. Y., Chic., Det., Atlanta, Phila., San Fran., Los Angeles; Joshua B. Powers, Ltd—London; Senor G. Enriquez Simoni—Mexico City; Allin Assoc.—Toronto & Montreal; Hal Winter Co., Florida Hotel & Resorts, Miami Beach; Tom McGill, New England Hotel & Resorts, W. Roxbury, Mass.; Lou Robbins, N. Y. & N. J. Hotel & Resorts, 1265 B'way, N. Y.; Grant Webb Co., Fin. Adv.—N. Y., Chic., San Fran., Los Angeles, Seattle, Boston, Phila.; C. E. Stark, Pocono Hotel & Resorts, 86 E. Beverly Pkwy., Valley Stream, N. Y.; Puck, The Comic Weekly.

COMPARE EDIT AUTHORITY AND YOU'LL CONCLUDE THIS IS METALWORKIN MOST POWERF SELLING TOOL

ORIAL

G'S
UL

In metalworking—men who matter read...

American Machinist / ***Metalworking Manufacturing***

A McGraw-Hill Publication, 330 West 42nd Street, New York 36, N. Y.

AM/MM is edited exclusively for men who make things of metal—whether it's a Diesel locomotive or the delicate balance wheel of a watch—men who have a community of interest in the methods, techniques, tools, machines and materials of metalworking.

It's a technical publication for technical men—a work book that shows its readers how to manage metalworking operations and manufacture things from metal more efficiently, more profitably.

When a man reads American Machinist/Metalworking Manufacturing, we guarantee he will not be left uninformed about any phase of metalworking—a policy that has earned us an all-paid circulation (ABC-audited) of top manufacturing managers, engineers and plant managers in the eight basic SIC classifications that make up metalworking.

Analyze the how-to articles on technology and management techniques, the case histories and working information in any issue, and you, too, will conclude that AM/MM is metalworking's most powerful selling tool.

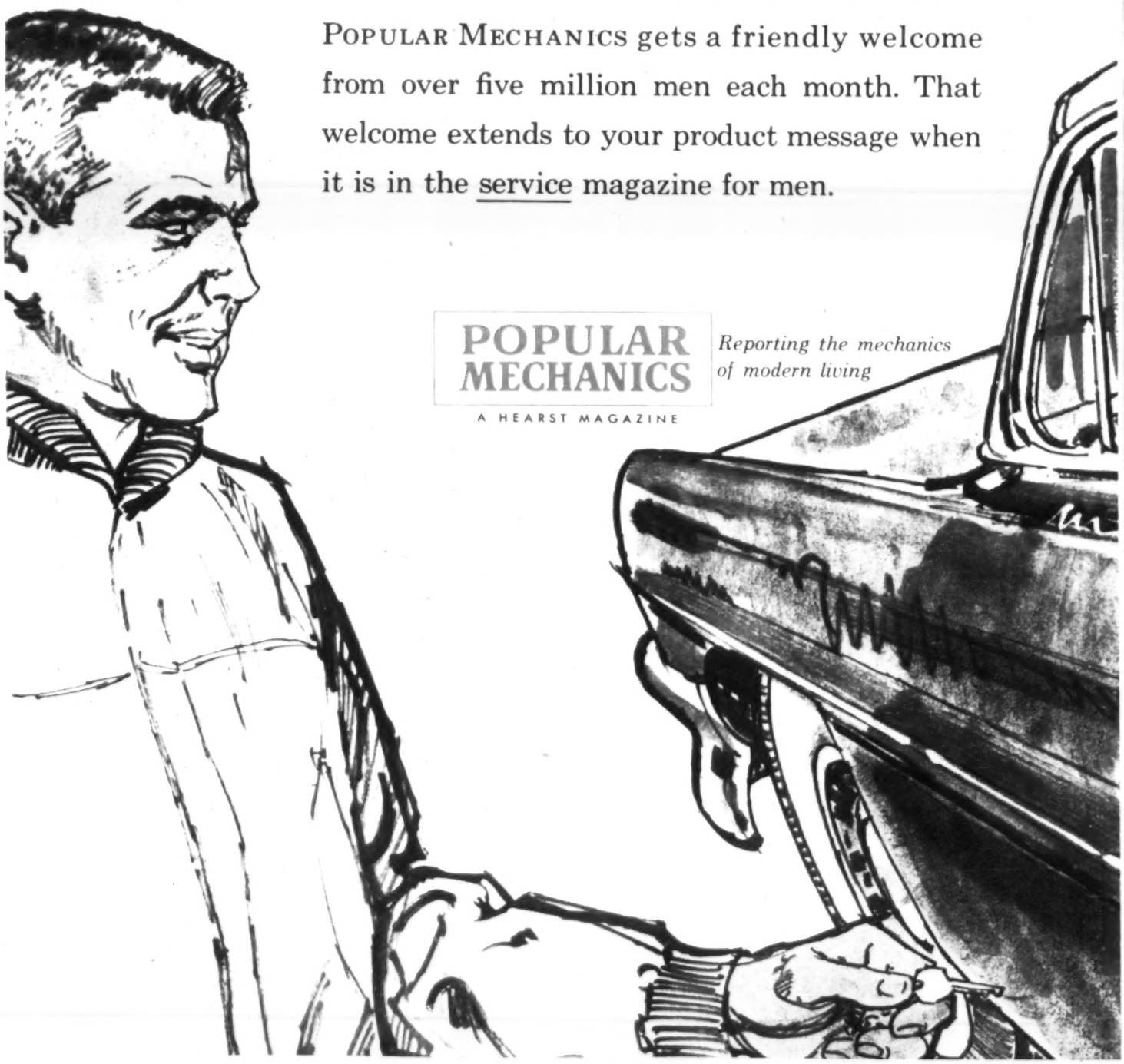
For up-to-date facts and figures on metalworking, ask your AM/MM *district manager for a copy of the 1960 Market Guide for Sales Executives.*

This *service* magazine has a way with a MAN...

You start getting next to a man when you talk his language.

And, POPULAR MECHANICS is edited to do just that. That's why, when it comes to such interests as his car, his boat, his home workshop, even his job, a man just naturally turns to PM for ideas on what to do, what to buy—and why.

POPULAR MECHANICS gets a friendly welcome from over five million men each month. That welcome extends to your product message when it is in the service magazine for men.



POPULAR MECHANICS

A HEARST MAGAZINE

Reporting the mechanics of modern living

Manischewitz Uses Station Announcers as Ad Straight Men

NEW YORK, March 7—Manischewitz Wine Co. has been gathering more attention splitting its commercials than has many a writer splitting infinitives.

For the past three weeks the company has been running 10-second commercials built around station breaks on, in this area, WCBS, WOR and WPAT. The radio ads incorporate the station identifications in order to gain greater impact, according to Grant Advertising, the wine company's agency.

Manischewitz is adding other stations on a market by market basis, with staggered starting dates. Most stations are expected to carry six-week saturation schedules.

Here's one in the series of seven split commercials now being run:

Voice: "The delicious blackberries for Manischewitz wine come from far-off, sun-drenched—"

Station announcer: "WPAT, Paterson."

Voice: "No, no—from Europe!" (Mumbled aside): "That boy's gotta go."

Announcer: "Manischewitz Wine Co., New York." #

Nutri-Diet 'Ice Cream' Set to Bow in Midwest Markets

Waukesha Fruit Products, Waukesha, Wis., has developed a frozen dietary for weight control, with the "texture, taste and appearance" of ice cream. The product, Nutri-Diet, will be made available to ice cream manufacturers and is expected to be on sale in supermarkets and dairy stores throughout the midwestern area before March 20. Nutri-Diet, available in cartons of four 225-calorie containers, is said to give the same nutrients as powder and liquid products.

A major supplier of ice cream ingredients, Waukesha developed frozen Nutri-Diet after consumer tests on its liquid product showed that users soon tire of liquids. The frozen version, in chocolate and vanilla flavors, has been market tested and advertised by Quaker Dairy Co., Appleton, Wis. Waukesha hopes to hit the market at the onset of warm weather and capitalize on the advantages of an ice cream-like product.

Irish Joins Foote, Cone as Creative Department VP

Judson H. Irish

Judson H. Irish, formerly with Donahue & Coe, has joined Foote, Cone & Belding, New York, as a vp in the creative department. He was senior vp in charge of creative services at Donahue & Coe. Before that he was senior vp, copy chief and a member of the executive committee of Ogilvy, Benson & Mather.

Ad Council Announces Two New Campaigns

The Advertising Council has announced plans to go ahead with Phases 3 and 4 of a project called "The Promise of America." Phases 1 and 2 already are under way.

The new stages in the campaign are called, "The Nature & Technique of Communism" and "Moral Attitudes & Will to Achievement of Americans." The first phase of the four-part program, "Goals for Americans," was started two months ago; the second phase, "Confidence in a Growing America," opened last week.

Worcester Foundation for Experimental Biology.

THIS IS WORCESTER.....

the 2nd largest market in Massachusetts

The world renowned Worcester Foundation for Experimental Biology, with a founding budget of $80,000 in 1944, now operates on $2,500,000 in grants. Its dedicated purpose is basic research in the medical sciences. Noted scientists from every corner of the globe have been attracted to its present staff of 250.

To the Foundation's credit stands one remarkable advance after another in the study of reproduction physiology, steroid chemistry, mental health, heart disease, cancer, arthritic and other metabolic diseases.

Dr. Gregory Pincus, Research Director, recently won the Albert Lasker Award in Planned Parenthood for the development of a 100% effective oral contraceptive made possible by his and Dr. M. C. Chang's discovery of 19-nor steroids which also have an inhibitory effect on certain cancers. Dr. Erwin Schwenk has contributed great value to the study of metabolism in blood vessels — the major cause of heart disease and strokes. And Dr. R. I. Dorfman of the Foundation, is a primary designer of a hormone fifty times as potent as cortisone.

Body fluids taken from "Ham", the space age chimp, were pretested and are now being exhaustively post-tested at the Foundation, helping to determine whether an astronaut would survive a similar 4,200 mile an hour flight. Meanwhile, these research activities give but an inkling of the Foundation's unending projects to better the health of the human being.

This kind of leadership is strongly reflected in Metropolitan Worcester County's position as one of the nation's "Top 50" Markets — 43rd in spendable income, 48th in population, an important BILLION DOLLAR County.*

Source: Sales Management 1960

Worcester stands for big business, yours included

The Moloney, Regan & Schmitt representative knows Worcester.

CIRCULATION: DAILY 155,015 — SUNDAY 103,332

WORCESTER TELEGRAM

The Evening Gazette

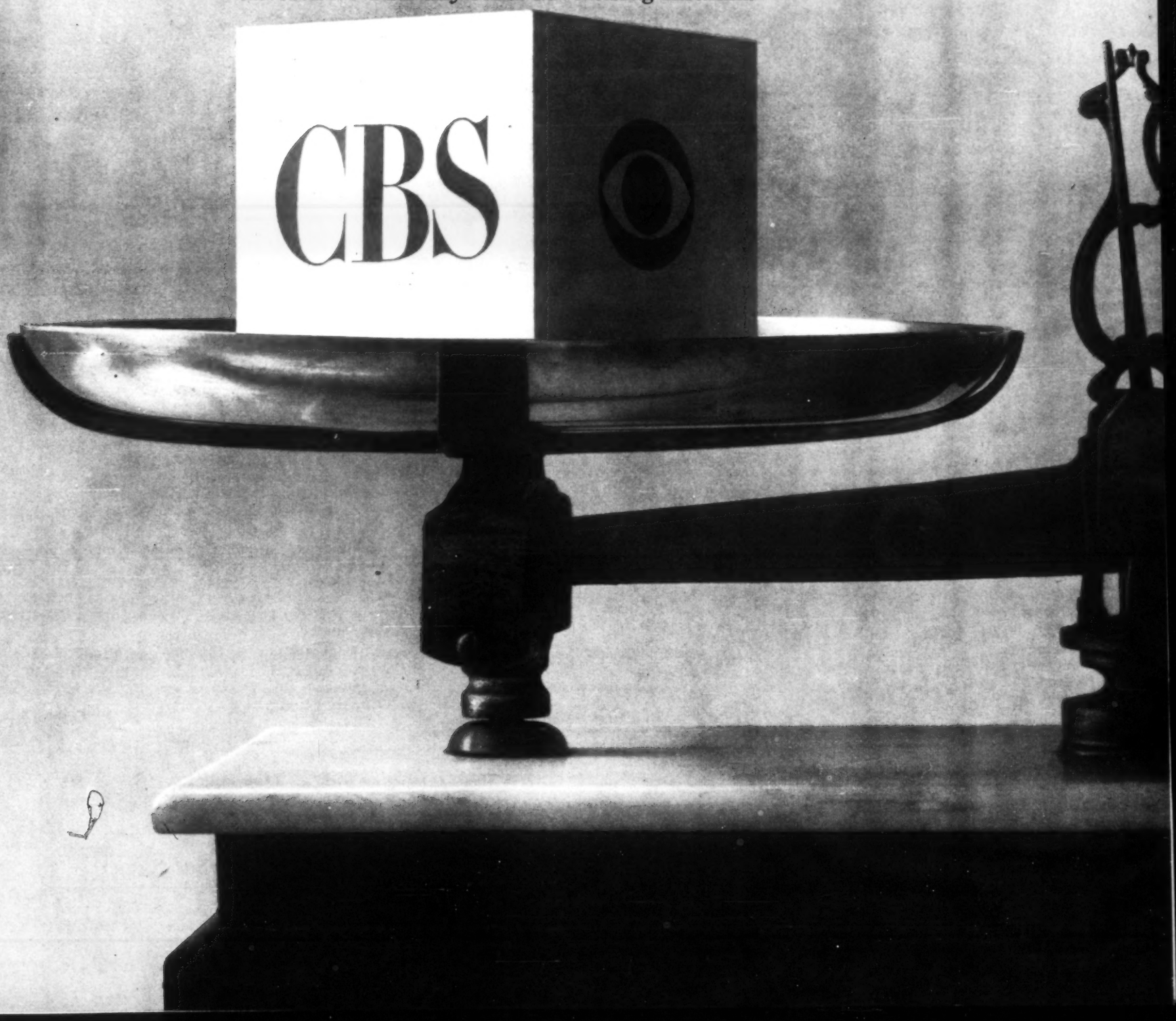
SUNDAY TELEGRAM

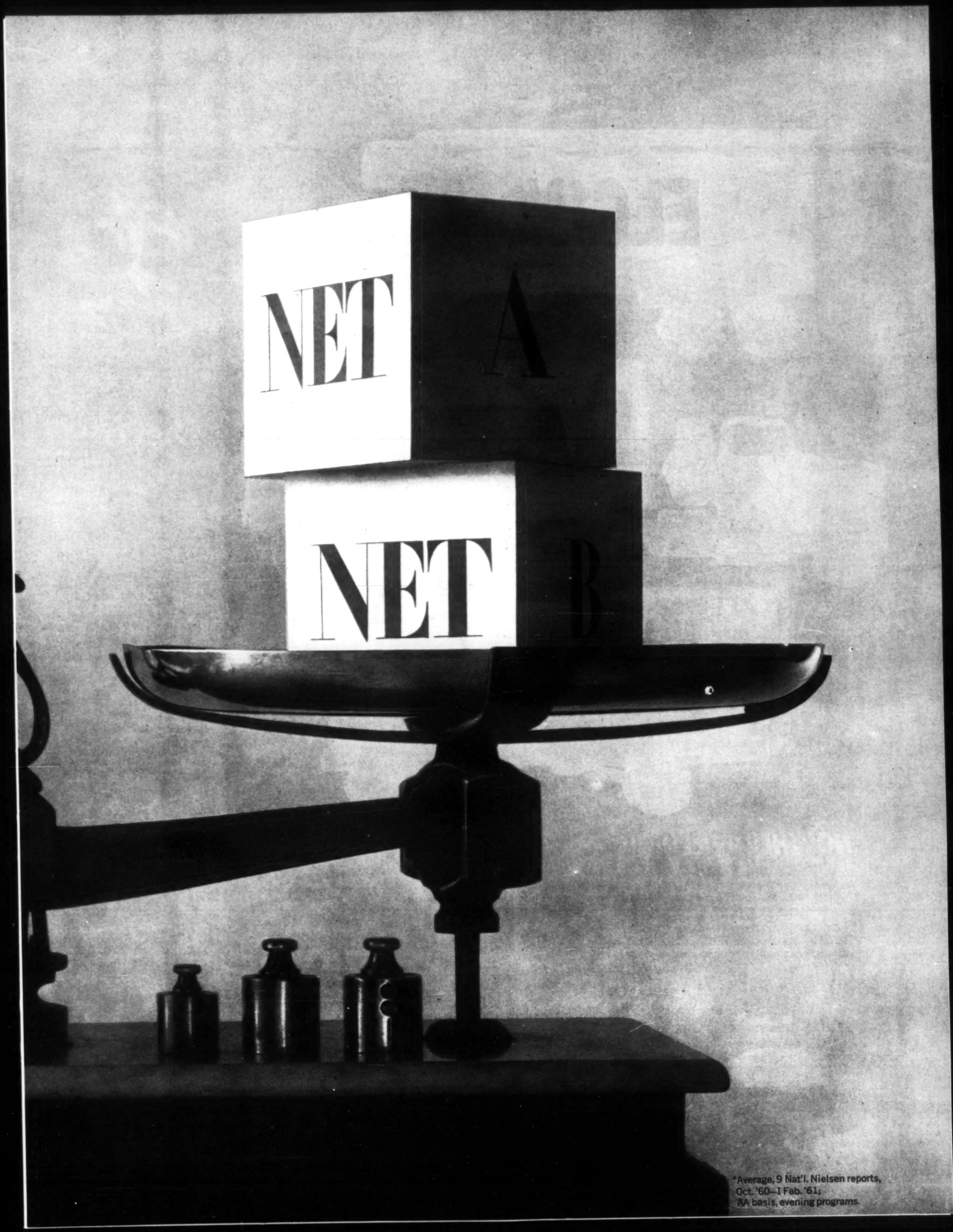
Owners of Radio Stations WTAG and WTAG-FM

WORCESTER, MASSACHUSETTS

'Net' Weight

On balance, the effectiveness of a network comes down to a matter of programs. Measured this way, the CBS Television Network presents more of the season's most popular programs *than the other two networks combined* (23 out of 40) and more top-rated *new* program series *than the other two combined* (4 out of 6).* The same network also broadcasts the season's most popular new program ("The Andy Griffith Show"); television's most popular single program for the past three years ("Gunsmoke"); and the program with the longest record of popularity ("The Ed Sullivan Show"). In fact, in 135 Nielsen reports issued since July 1955 this network has averaged 22 of the 40 top-rated programs. This corner on program popularity helps explain why the CBS Television Network continues to carry more weight with viewers than any other network and more weight with advertisers than any other advertising medium.





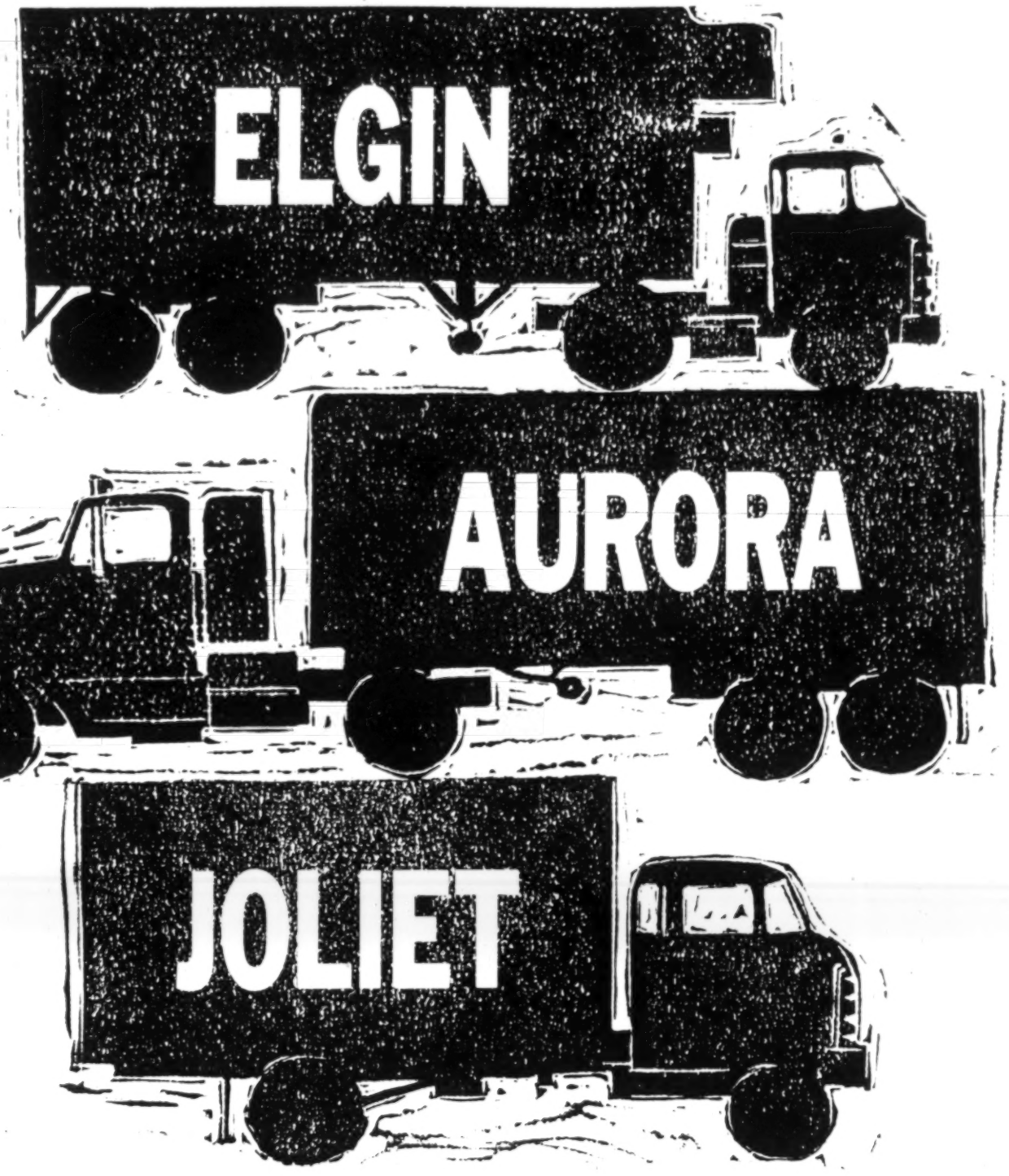
*Average, 9 Nat'l. Nielsen reports,
Oct. '60—I Feb. '61;
AA basis, evening programs.

Korvette Buys in Alexander's

E. J. Korvette Inc., New York discount department store chain, has purchased an 18% interest in Alexander's Department Stores and an affiliated company, Retail Realty, for an exchange of stock, and cash aggregating $1,004,000. Alexander's operates four department stores in the metropolitan New York area. It was largely owned by various family interests and in recent months had been rumored merging with the Korvette chain.

Bell Aerosystems to Comstock

Bell Aerosystems Co., Niagara Falls, N. Y., has appointed Comstock & Co., Buffalo, as its agency. Rumrill Co. is the former agency.



NORTHERN ILLINOIS MARKET ON THE MOVE!

Three newspapers move the merchandise in Northern Illinois' Market on the Move — the spectacular, seven-county growth area reaching outward from Chicago. Trading centers for the market are Elgin, Aurora and Joliet. Dominant dailies are the *Elgin Courier-News*, *Aurora Beacon-News*, *Joliet Herald-News*. When you buy all three, you save 9½ cents a line.

THE BIG 3 MARKET SOLD BY THE COPLEY BIG 3 NEWSPAPERS

BUY ALL 3 OF THE BIG 3 AND SAVE 9½ CENTS A LINE

"The Ring of Truth" Copley Newspapers

15 Hometown Daily Newspapers covering Northern Illinois — Springfield, Illinois — San Diego, California — and Greater Los Angeles. Served by The Copley Washington Bureau and The Copley News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC. (Nelson Roberts & Associates)

"breezin' along with the breeze"
"... JUST SINGIN' A SONG"... That's you and your family in WONDERFUL WISCONSIN. Follow the path of colorful history through exciting cities ... picturesque small towns and green pine forests set with gems of blue lakes. View breath taking scenery, wander through historic museums, visit Wisconsin Indians, thrill to the sight of deer, raccoon, fox, porcupine and black bear in their natural background. WISCONSIN for the Most Family Fun!
Wonderful
WISCONSIN

WHIMSY—*This b&w ad is typical of the light approach in Wisconsin's 1961 tourist advertising.*

Wisconsin Sets Tourism Campaign

MADISON, March 7—Wisconsin's recreational division will seek to attract "traveling America" this spring and summer with "gay, song-title headlines . . . whimsical artwork and copy" in 13 magazines, as well as in midwestern newspapers.

The first ad in the campaign, in the April issues of *Holiday* and *National Geographic Magazine* and the April 29 issue of *The Saturday Evening Post*, shows a family of four in a car, "Breezin' along with the breeze . . . just singing a song."

Later Wisconsin ads will tell readers in headlines, "It's lovely to look at," and that they, too, can be "Lazybones" in the state where that "Lucky ol' sun—just keeps rollin' 'round heaven all day" (helping, incidentally, to make tourism the state's third largest industry).

Other media include *Better Homes & Gardens*, *Field & Stream*, *Grade Teacher*, *Instructor*, *Outdoor Life*, *Redbook*, *Sports Afield*, *Today's Health*, *Travel America*, *Woman's Day* and a number of newspapers, with special emphasis on the Chicago area.

Arthur Towell Inc., Madison, is the agency. #

Time-Life Int'l Integrates Promotion, Marketing

Time-Life International, New York, has consolidated all promotion and marketing operations of *Time* and *Life* into a single unit which will handle advertising, sales promotion, merchandising, presentations and research, and will "serve as an internal advertising agency for all TLI magazines." However, Young & Rubicam, New York, will continue as the agency of record. Gerald Broidy, formerly TLI director of market research, has been named to head the unit as director of marketing services.

Gray Joins McCurry, Henderson

Robert H. Gray has joined McCurry, Henderson, Enright, Norfolk, Va., as copy director. He formerly was copy chief of Atlantic National Advertising Agency, Norfolk.

The average copy of the Digest is read by 3 people a total of 15 times. They look at the typical

advertising page 5 times. So, with the Digest's 12,500,000 circulation, you get more than

60 million *chances-to-sell*. You get only about 30 million with Life, Look or the Post. Figuring cost,

each dollar you invest in Reader's Digest lets you...

double your chances-to-sell!

Source: Alfred Politz Media Studies.

Breck "Banish" 21% sales gain proves the Digest gets results

"The medicated shampoo market was falling when our first Banish advertisement appeared in Reader's Digest," says Edward J. Breck, president of John H. Breck, Inc. "Yet our sales increased by 21 percent."

Research showed readers were particularly impressed by the advertisement's frank statement, "There is no absolute cure for dandruff." Mr. Breck comments, "The Digest reader *expects* this kind of honesty."

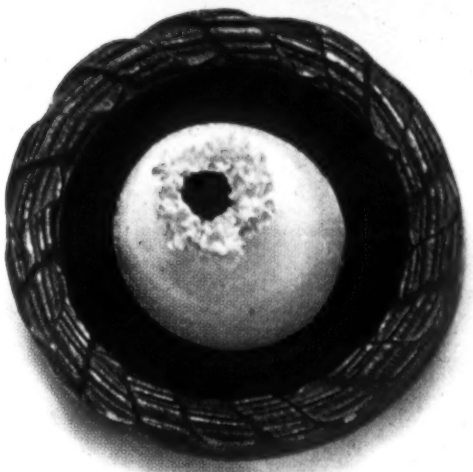
As Digest advertising continued, sales topped all previous highs. Banish print advertising now appears exclusively in Reader's Digest.

Follow in the lead of one of America's most successful marketers. Put your advertising where it is seen more often . . . by more people with *money to spend.*

Do you sell overseas? In 110 countries outside the U.S., more than 30,000,000 people with money to spend read the Digest every month. 28 editions in 13 languages.

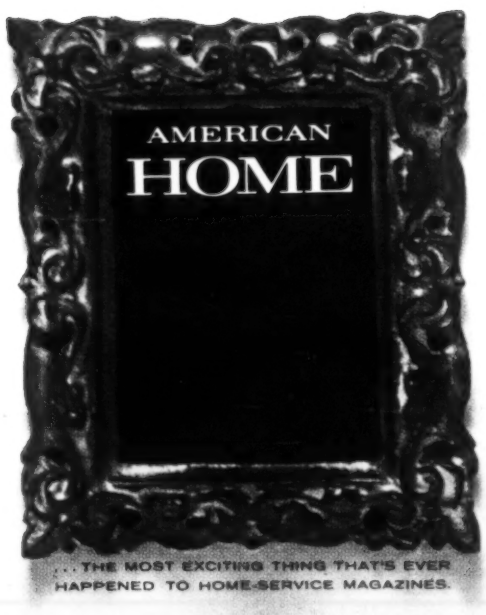
People have faith in

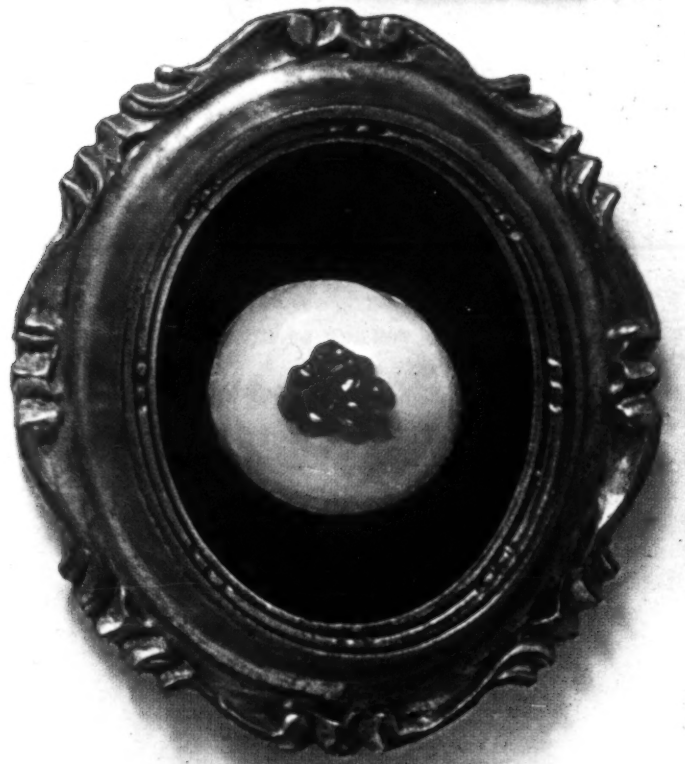
Reader's Digest



EGGS-HIBITION OF ARTFUL EDITING

The new American Home makes a lively art of home-service editing. Even the humble egg comes in for full-fledged treatment in its handsome pages. This eggs-otic spread shows to what beautiful lengths American Home goes to bring glamor and imagination into every area. Meal planning, gardening, appliances, building, decorating, remodeling — all present provocative, exciting challenges to the youngest editors in the mass magazine field. And their excitement's contagious. Ad orders are way up. Newsstand sales are too! What better place to count your chickens and watch them hatch!





Irwin Horowitz

Play this $2 billion fairway with the Georgia Group

Win Georgia's great $2 billion market with the bigger, more powerful Georgia Group . . . the Augusta, Columbus, Macon and Savannah newspapers. Now 84 counties big, the Georgia Group market has a total population of 1.7 million . . . half the state of growing Georgia! This winning foursome is a package buy. It's one order, one bill, one check . . . and savings of 13% on 10,000 lines or more. Call your Branham man for details.

THE **Georgia Group**

AUGUSTA *Chronicle and Herald* **COLUMBUS** *Ledger and Enquirer* **MACON** *Telegraph and News* **SAVANNAH** *News and Press*
Represented nationally by **THE BRANHAM COMPANY**

Ironic 'Awards' Irk Some Retailers; It's Just New Sales Technique of RAB

Sleeping Dog Might Wake Up, Warns Reader; BBB Reportedly Puzzled

NEW YORK, March 7—For several months top retail and department store executives throughout the country have been getting bizzare letters from 460 Park Ave.

• First came a letter from William McKinley, head of We Have Always Done It That Way Inc., singling out the department store industry for the annual award for having done most to preserve the status quo. Past awards, it was explained, had gone to the coal mining and railroad industries.

• Shortly thereafter Warren Foible, on the letterhead of the Federation for the Development of More Discount Houses, wrote to express his gratitude for the contributions some department stores had already made. He made the suggestion that some stores might wish to help further with a cash contribution.

• In January, D. Crockett Hatt of the League of Protection of Old Resources, wrote of the "loyalty to resources which have served the retailers of America well at various times during the past five decades." Mr. Hatt saw this loyalty to the same sales promotion techniques winning out over the profit motive and called for a return of such great items of the '30s, '40s, and '50s as the Princess Eugenie hat and the wringer washing machine.

• T. Maginot, of the League Against Analysis of Major Expenses, made a plea for careful scrutiny of small expenses, such as carbon paper costs, and against an analysis of sales promotion expenses.

• C. Coolidge Malthus, of the department store division of the Assn. to Inhibit or Prevent Change, wrote to deplore the forces at work to change everything that was gracious about retailing. He called for a halt before they decided to change sales promotion techniques too.

■ As a few retailers who were curious enough to investigate found out, all these letters came from the Radio Advertising Bureau. They are an example of the shock technique being used by Kevin B. Sweeney, head of the bureau, in an effort to blast through the wall of department store resistance to radio as an ad medium.

Reaction to this blind man's mail approach has varied from accolades to outrage. Contributions to the drive to advance the discount houses included foreign coins and an unsigned check for $1,000. The man who sent the foreign coins quipped: "If this is the way you make a living, you must be desperate."

Some replied in a serious, straightforward vein. One man asked that his name be taken off the mailing list. A big city store put its detectives to work to see what was behind this far-out mail barrage. And a Texas business man wrote that whoever thought he was being as funny as Milton Berle wasn't. He warned, "Smart people don't kick sleeping dogs, which might wake up and bite them."

■ The matter was referred to the Better Business Bureau, nationally and locally.

The Better Business Bureau man visited RAB where he was told that it was a joke. Reports had it that he went away talking to himself. #

Osborne Names Gerth, Brown

Osborne Electronics Corp., Hawthorne, Cal., has named Gerth, Brown, Clark & Elkus, Los Angeles, to handle advertising for its citizen's band transmitter-receivers and accessories. A business publication campaign is planned.

Lo Duca Names Hubert

Lo Duca Bros. Importers, Milwaukee, manufacturer and importer of accordions and organs, has named Thomas J. Hubert Advertising, Cudahy, Wis., to handle advertising, sales promotion and public relations.

WE'RE GETTING WRINKLES TOO!

High pressure? There's plenty in the advertising business, even under ideal conditions. But when changes in policy, product, strategy or whatever throw a block into well organized time schedules, the perceptive, conscientious advertising man finds new wrinkles lining his already furrowed brow.

He knows what's bound to come when unforeseen "slow-downs" eat up valuable time between getting a "job" into production and unyielding deadlines.

So does his equally conscientious photoengraver. He's the one who must—and invariably does—deliver true-to-copy reproductions of many times intricate art, on time; maintaining the high standards of quality and service his customers depend on. It's the inevitable overtime. Unavoidable in some cases and authorized in most, it nevertheless is a considerable factor in putting a cost strain on budgets, even though "contingencies" have been allowed. Can it be minimized? Advertising agency personnel most certainly believe so, and are working on it. Just as confident can they be of the wholehearted cooperation of every member of the Chicago Photoengravers Association.

Chicago **PHOTOENGRAVERS** *Association*

craftsmen in fine reproduction for advertisers

Boncraft Photoengravers
Central Typesetting & Electrotyping Co.
Chicago Engravers
Collins, Miller & Hutchings, Inc.
Dot Engravers, Inc.
The Fairhorn Corporation
Globe Engraving & Electrotype Company
Hutchings & Melville, Inc.
Illinois Photo Engraving Co.
Jahn & Ollier Engraving Co.
Kieffer-Nolde Engraving Co.
Laurence, Inc.
Liberty Photo Engraving Co.
Thomas F. McGrath & Associates
Northwestern Photo Engraving Co.
Reliable Etchcraft Corporation
Revere Photo Engraving Company
Rogers Engraving Company
Superior Engraving Company
Washington Photo Engraving Co.

Things haven't changed much in some ways. Boys today have the same vitality, the same spirit, the same daring they always had. The big change is that there are a lot more of them now than ever before: 12,000,000. Another big change is in the things they read. Take Boys' Life.

The editorial requirements for the youth market are every bit as demanding as those for adult audiences. Boys' Life in April runs a feature on Casey Stengel by Arthur Daley: a humorous and touching tribute from one of the nation's finest sports writers to a baseball institution. In July, Catherine Drinker Bowen writes a biography of Josiah Quincy, the young American lawyer who defended the British soldiers involved in the Boston massacre, and thereby defended the concept of equal rights under the law at great expense to his own reputation and safety.

Boys' Life is the only youth magazine whose editorial content so closely reflects the needs and interests of young people today. It is, therefore, the one medium to use to reach them. It is vital, spirited, alive. What better setting could your advertising have?

BOYS' LIFE • 2,100,000 NET PAID

PUBLISHED FOR ALL BOYS BY THE BOY SCOUTS OF AMERICA

Write to Promotion Director, Boys' Life, 2 Park Avenue, New York 16, for the new Gilbert Comparison Study of the Male Youth Audiences of Seven Magazines: Boys' Life, Junior Scholastic, Life, Look, Saturday Evening Post, Scholastic Roto, Senior Scholastic.

BUSINESS ROUGH?

* $8,257 median income, 1960 Starch Report

. . . the stability of the Elks market will help you smooth out those "dips" in your sales graph.

Because so many of them are business owners, executives and professional men, Elks continue to earn* at a high level . . . continue to spend liberally for all types of consumer goods . . . continue investing in the growth and prosperity of their businesses.

That's why the ELKS audience continues to rank high in ownership of autos, homes, appliances . . . purchases of clothing, tobacco products, alcoholic beverages . . . expenditures for travel, office equipment, and other business needs.

We invite you to investigate the modest cost of selling this growing market—now at an all-time high of 1,285,420 (ABC Publisher's Statement, 12/31/60)—with advertising in the publication Elks respond to:

THE ELKS MAGAZINE

New York, 386 Park Ave. South
Chicago, 360 N. Michigan Ave. Los Angeles, 5909 W. 3rd St.

YOU MAY NEVER SEE A 2-TON TURTLE*—

BUT... You'll See BIG Things Happen In Kalamazoo-Grand Rapids When WKZO-TV Carries Your Message!

NSI SURVEY—GRAND RAPIDS-KALAMAZOO AREA
October 17-November 13, 1960

Quarter Hours in Which Stations Deliver Most Homes				
	No. of Quarter Hours		Per Cent of Total	
	WKZO-TV	STATION B	WKZO-TV	STATION B
Mon. thru Fri.				
7:30 a.m.-Noon	55	25	68.7%	31.3%
Noon-6 p.m.	70	50	58 %	42 %
Sun. thru Sat.				
6 p.m.-9 p.m.	72	12	85.6%	14.4%
9 p.m.-Sign off	110	3	97.3%	2.7%

* *Rare leatherback turtles have weighed up to 1,902 lbs. and grown to 9 feet in length.*

WKZO-TV is, and has always been, the biggest thing in television in Kalamazoo-Grand Rapids and Greater Western Michigan.

NSI (see left) proves that no other station reaches as many homes in this area as frequently as WKZO-TV! But the size and growth record of the market makes WKZO-TV's position even more important. For example, between now and 1965 Kalamazoo *alone* is predicted to grow faster, in terms of personal income and retail sales, than any other U. S. city (source: Sales Management Survey—July 10, 1960).

Put the solid push behind your product that only WKZO-TV can give in Kalamazoo-Grand Rapids. *And if you want all the rest of outstate Michigan worth having, add WWTV, Cadillac, to your WKZO-TV schedule!*

AM-TV-FM

The Fetzer Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER
Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

Robert Loken has left Time Inc. as assistant to the publisher of *Life*, for the new nation of Ghana. Under the auspices of the Ford Foundation he will work with the Ghana government on development problems, chiefly those of natural resources and manpower . . .

Bill Scherman, associate promotion director of *Sports Illustrated*, and **Germaine Ganteaume**, formerly of Arthur D. Little Co., management consultant, were married Feb. 19 . . . And over at *Glamour* **Eleanor Montville**, promotion director, is planning a spring wedding to **Charles Schaefer** of Dickie-Raymond . . . Mary Leighton and **Kenneth Wood Jr.** of Young & Rubicam, New York, were married Feb. 23 . . . It will be a June wedding for Jean Ann Kiley and **Dale Strand** of Benton & Bowles, New York . . .

Three weddings at BBDO: Deborah Beard and **William H. Brinckerhoff** wed Feb. 25 . . . **Barbara Williams** and Brady P. McKaig to marry in June . . . **Carol Ann Ludes** and Paul Gardner to wed June 3 . . .

Harry W. Hoth, former president of the Colorado Broadcasters Assn. and now president and general manager of KRDO and KRDO-TV, Colorado Springs, has been given the annual Good Government Award by the Colorado Springs Junior Chamber of Commerce. . .

BYE-BYE—*Robert E. Kintner, president of the National Broadcasting Co., and Mrs. Kintner pictured on their Feb. 13-March 5 visit to South America, where Mr. Kintner explored the potential for NBC expansion.*

Bruce Barton, chairman of BBDO, has accepted the chairmanship of the United Negro College Fund's 1961 appeal for the third consecutive year. **John H. Johnson**, publisher of *Ebony* and *Jet*, and **Neil H. McElroy**, board chairman of Procter & Gamble, again will serve as vice-chairmen. . .

Henry J. Higgins, Chicago advertising sales representative for *The Saturday Evening Post*, has been selected as a candidate for the office of village trustee of Glenview, Ill. . . .

Arthur C. Fatt, president of Grey Advertising, is again serving as chairman of the advertising committee in the Salvation Army's 1961 appeal in Greater New York . . .

A George Washington Gold Medal has been presented to **Arthur Godfrey** by the Freedoms Foundation for "personal patriotism with unbounded faith in our constitutional republic; for his joyous spirit of responsible citizenship; for his robust articulation of the highest ideals of God and country" . . .

Antique Car Buff: **Kenneth B. Butler**, president of the Wayside Press and of his own agency in Mendota, Ill., and an AA feature columnist, was elected to a three-year term as national director of the Antique Automobile Club of America at the 25th annual convention in Philadelphia recently. Among Collector Butler's rare autos are a 1902 Oldsmobile, 1903 Queen and a 1906 Orient . . .

Beau Dillenbeck, Los Angeles publishers representative, shot a low net score of 66 to win the Dutch Bannister Memorial Cup in the Southern California Advertising Golfers Assn. tournament . . .

New Arrivals Dept.—A fourth daughter, Elizabeth, was born Feb. 16 to Mr. and Mrs. **Kenneth B. Gillis.** Father is with Honig-Cooper & Harrington, San Francisco. And on the same date a second daughter was born to Dorothy and **Herbert Fields.** He's an account exec with WPEN, Philadelphia. **Peter J. Weiller**, account exec with Thomson-Leeds Co., New York, and his wife announced the January birth of their first child, Wendy Ann. **Stan Ross** of Wade Advertising's Los Angeles office and his wife Neila also became parents in January with the arrival of Lisa Michelle . . .

It's three girls and one boy now for **Bob Fleckles**, New York ad sales representative for *Ladies' Home Journal*, with the birth of Carolyn in February . . . **William P. Dix**, manager of WGR, Buffalo, has a new son, George Christie . . .

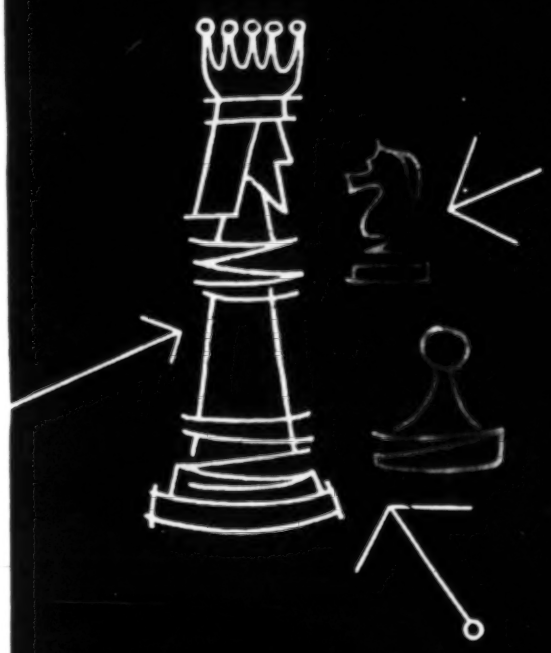
Bob Hyland, vp of CBS Radio and general manager of KMOX, St. Louis, again will head the city and county educational and fund raising crusade of the American Cancer Society . . .

LeRoy Collins, president of the National Assn. of Broadcasters, has been awarded a certificate of appreciation by the Southern Regional Education Board for his leadership in the South's regional education program . . . **Fred Fletcher**, vp and general manager of Capital Broadcasting Co., Raleigh, N.C., has a new plaque for his contributions to amateur baseball in the community . . .

Robert S. Feeley, sales counselor for Avon Products, has retired after 21 years with the company. He served as Avon ad manager for many years. He plans to continue a career of story writing in a 150-year-old barn studio in Carmel, N.Y. . . .

Brig. Gen. **Robert F. Murphy** is the new commanding general of the New York National Guard's 102nd Missile Brigade. During the day he's ad and sales promotion director of KLM Airlines . . .

THE HOUSTON CHRONICLE



DOMINATES
DOMINATES
DOMINATES

The Houston Chronicle Dominates 66 out of all 77 Advertising Classifications

IN GENERAL ADVERTISING

The Chronicle Dominates In
21 of all 25
Classifications
(includes Automotive and Financial)

IN RETAIL ADVERTISING

The Chronicle Dominates In
19 of all 24
Classifications

IN CLASSIFIED ADVERTISING

The Chronicle Dominates In
26 of all 28
Classifications

. . . And In 1960,
The Chronicle
Published More
Advertising Than
Both Other
Houston Newspapers
Combined

Source Media Records, 1960

The Reason . . . *Results!*

THE HOUSTON CHRONICLE

Read By More Houstonians Than Any Other Newspaper
The Branham Company — National Representatives

The Chronicle
is a Must Buy because:

Member The TEXAS GROUP

In Houston, The Chronicle
Reaches More People

In Houston, The Chronicle
Carries More Advertising

In Houston, The Chronicle
Sells More Merchandise

"14 TESTED WAYS TO BUILD SALES AND CUT SALES COST"

1 Get your product into original specifications.
2 Build a cream prospect list for salesmen.
3 Save salesmen's time for selling.
4 Close orders before competition develops.
5 Make your sales story easy to grasp and remember.
6 Reach key buying influences with your story.
7 Inject your product into more buying conversations.
8 Lead dealer salesmen to favor your product.
9 Be recommended by salesmen selling related products.
10 Funnel demand to standard sizes and styles.
11 Sell related equipment with primary purchase.
12 Make it easy for prospects to sell themselves.
13 Inspire confidence in your salesmen.
14 Keep your product sold by assuring proper use.

All of these things can be done by a single Perrygraf Slide-Chart. Thousands can be put to work for the price of a trade paper advertisement. Complete design and manufacture will be done for you by Perrygraf Corporation. SEND FOR FREE BOOKLET TODAY.

product facts at the fingertips

PERRYGRAF *slide-charts*

150-J S. Barrington Ave., Los Angeles 49, California
1500-J Madison St., Maywood, Illinois

Hearst, 4 Others Deny Printing Monopoly Charge

Five of six defendants in a government anti-trust suit filed papers in federal court here denying that they participated in a conspiracy to monopolize the printing and distributing of newspaper supplements (AA, Jan. 9). General denials to the Justice Department's complaint were filed in federal court here by Greater Buffalo Press, the Hearst Corp., International Color Printing Co., Southwest Color Printing Corp. and Dixie Color Printing Corp. The sixth defendant, Newspaper Enterprise Assn., is expected to file its answer shortly.

Murrane Adds Foxbilt

Foxbilt Feeds, Des Moines, has appointed Thomas Murrane Associates, Des Moines, to handle its advertising. Fairall & Co., Des Moines, formerly handled the account.

WHAT'S SO IRISH?—*This page ad in The New Yorker will launch 1961 advertising for Old Bushmills Irish whisky.*

Old Bushmills Will Get Its Irish Up in $250,000 Drive

NEW YORK, March 7—Quality Importers will launch a $250,000 campaign for Old Bushmills Irish whisky with a b&w page ad in the March 11 *New Yorker*.

The ad is headlined: "What's so Irish about this foursome?" The answer is the Irish whisky in their drinks.

The same theme will be carried into b&w pages scheduled for the magazine March 25 and April 15, with more ads later. The same campaign is set for the *New York Times Magazine* on March 26 and April 16. A series of small ads devoted to Irish coffee and coffee glasses is also scheduled for *Time*.

In the fall, display ads will run in *The New Yorker*, *New York Times* and *Time*, with display ads in *Esquire*, *Gourmet* and *Holiday*.

■ Old Bushmills will not be beating about the bush next St. Patrick's Day, when a special newspaper ad headlined "Heads the Parade" will run in New York, San Francisco, Los Angeles, Seattle, Cleveland and Chicago. Altogether, about 30 cities will be covered in Old Bushmills' general newspaper advertising.

In addition, rotating painted boards will be used throughout the year on the West Coast where, according to the company, "Irish coffee made with Old Bushmills is such a tremendous favorite."

Monroe Greenthal Co. is the agency. ≠

Munsingwear Unit Opens Drive

Hollywood Vassarette, Hollywood, division of Munsingwear Inc., has launched a campaign, aimed at giving foundation departments in ladies' stores the glamorous aura of being fashion accessory departments. B&w bleed ads, stipulating that the foundation be given every bit as much fashion importance as gloves, shoes, hat and bag, are scheduled in *Glamour*, *Harper's Bazaar*, *McCall's*, *Seventeen* and *Vogue*. Carson/Roberts, Los Angeles, is the agency.

ABC-TV Cuts Discount

ABC-TV, New York, will cut its maximum discount allowances to advertisers from 30% to 25% for the period 8:30 to 10:30 p.m., starting with its fall programming. Participating sponsors in hour shows which straddle this period will continue to get the 30% discount.

Bonded Oil Names Byer

Bonded Oil Co., Springfield, O., has appointed Byer & Bowman Advertising Agency, Columbus, to handle its advertising.

PALPABLE PAGES OF PERSUASION

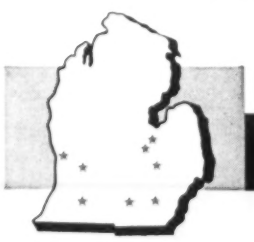
Shopping for autos or appliances, foods or fashions, families of the growing, prosperous, Southwestern Michigan market traditionally depend on the pages of the Kalamazoo Gazette for the buying information so necessary for their high standard of living.

Day after day the Gazette is welcomed and read in 81.3% of metropolitan area homes and in 59.1% of the homes of the total six-county trading zone. So, for greater sales in "growingest" Kalamazoo (see box at right), invest adequately in pages of persuasion—the Kalamazoo Gazette.

KALAMAZOO'S THE GROWINGE$T!

Sales Management 1960 Survey of Buying Power, projecting into 1965, predicts that Metropolitan Kalamazoo will grow faster in income and retail sales than any other metropolitan area in the nation.

INCOME INDEX (1959=100)		RETAIL SALES INDEX	
1. Kalamazoo	173.2	1. Kalamazoo	182.9
2. Midland, Tex.	171.0	2. Lafayette, La.	174.9
3. San Jose, Cal.	170.1	3. San Jose, Cal.	169.1
4. Lafayette, La.	167.9	4. Midland, Tex.	165.6
5. San Bernardino, Riverside, Ontario, California	166.6	5. San Diego, Cal.	163.0



KALAMAZOO GAZETTE

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper

I'LL EAT YOU UP, MR. LION

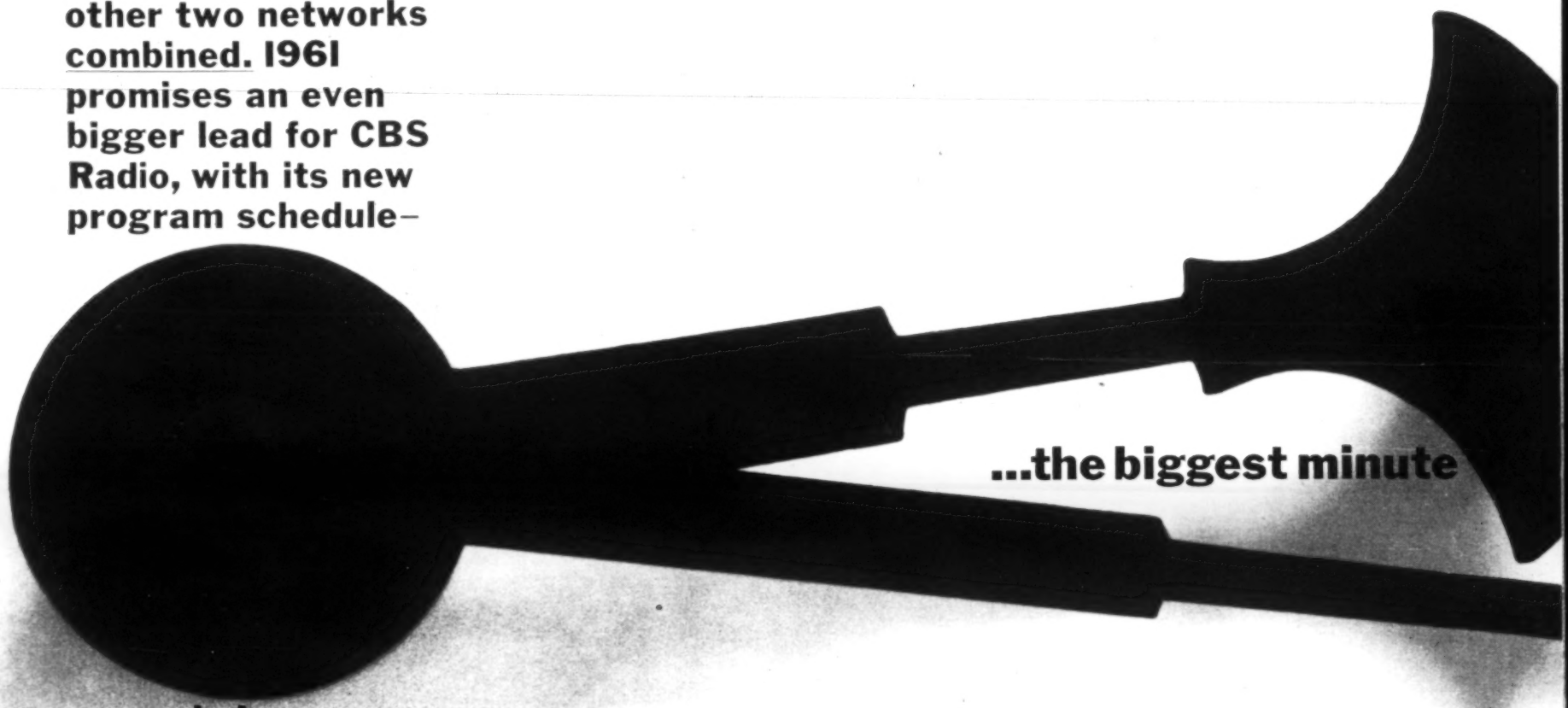
A world of fierce flour-and-sugar animals . . . and he's the master of them all. Our boy's lost in the marvelous enchantment of childhood.

Certainly, a kid understands cookies, but give those cookies another dimension, another meaning . . . present them to him in the terms of his own private world . . . and he'll take it from there. He'll listen, all right. He knows you're talking to him . . . and he'll respond.

A kid's no different from the rest of us. Approach a person on his own ground, talking his language and he'll listen . . . he'll respond. The Personal Approach? Of course. At McCann-Erickson it's a synonym for successful communication.

McCANN-ERICKSON, INC. • THE PERSONAL APPROACH

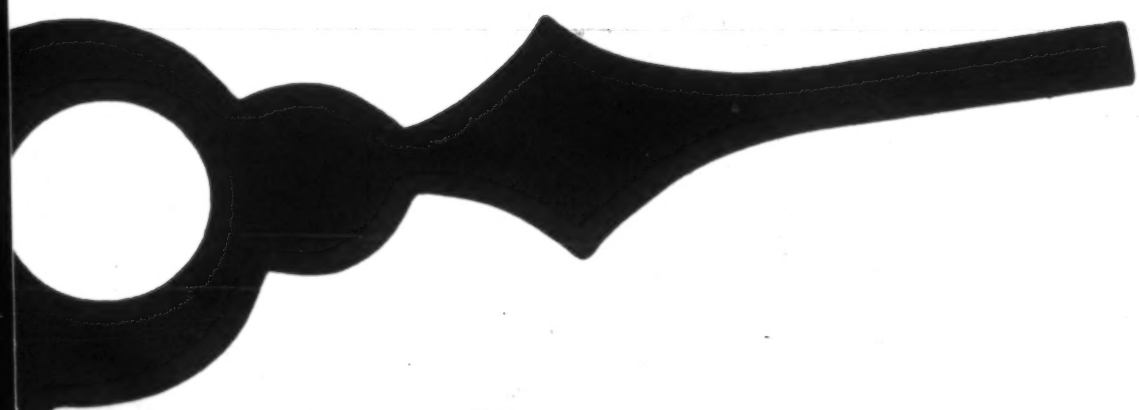
To an advertiser, the biggest minute is the one that clocks the biggest audience. In the average commercial minute, advertisers on the CBS Radio Network in 1960 reached 28 per cent more homes than on the next network, 9 per cent more homes than on the other two networks combined. 1961 promises an even bigger lead for CBS Radio, with its new program schedule–



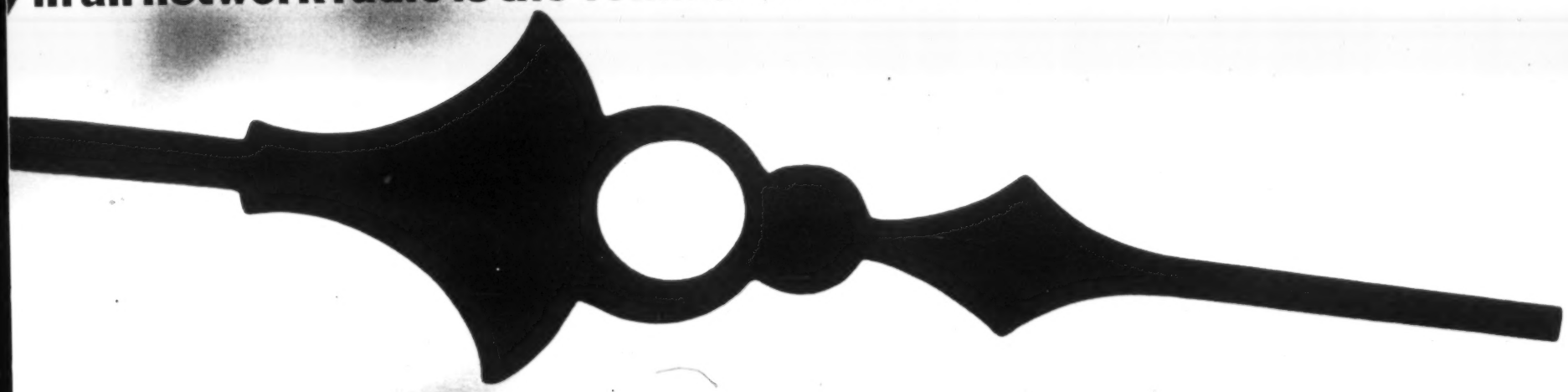
...the biggest minute

expanded news and information, more special features, important personalities and entertainment. Whether you buy a saturation campaign or co-sponsor one five-minute show... minute for minute your advertising dollars buy the biggest audiences in all network radio on the CBS Radio Network.

Source: Nielsen Radio Index, Sponsor Cumulative Audience Section; 12 four-week reports, Dec. 7, 1959–Dec. 4, 1960.



in all network radio is the commercial minute on the CBS Radio Network



AFA Management Seminar Set

Advertising Federation of America, New York, is accepting applications for the third annual advanced management seminar in advertising and marketing which will be conducted June 11-23 at Chatham Bars Inn on Cape Cod, Mass. Instruction will be by the faculty of the Harvard Graduate School of Business Administration. Tuition is $375 plus charges at the inn. Applications will be received until May 22 at the AFA, 655 Madison Ave.

Professional advice for those in personnel and industrial relations

by Marg Sammons
(Advertising Age) and
Robert Newcomb

EMPLOYEE COMMUNICATIONS IN ACTION

"The book, essentially a series of related case studies, shows conclusively that proper communication with employees is a sensible businesslike way . . . management looking for directives will certainly find them here." S. R. BERNSTEIN, Editorial Director, *Advertising Age*

$5.75 *at all bookstores*

HARPER & BROTHERS, N.Y. 16

Henricks Opens Company

Jay Henricks, with *Time*, New York, for 25 years and most recently its eastern market development manager, has opened his own business, Jay Henricks Associates, at 11 E. 44th St., New York. Mr. Henricks will offer marketing and promotion consultation.

Flahive Joins WTVJ

Joseph Anthony Flahive has joined WTVJ, Miami, as national sales manager. Mr. Flahive was formerly eastern sales manager of WGN-TV, Chicago.

Gains Potential Is 'Tremendous,' Says Pepsi-Cola's Durkee

MOBILE, March 7—William C. Durkee, marketing vp of Pepsi-Cola Co., pointed out last week that less than 20% of the population accounts for nearly 80% of soft drink sales. The industry, he said, could quadruple its volume by tapping the light users and the non-users.

Speaking to the Alabama Soft Drink Bottlers Assn., Mr. Durkee noted that current soft drink sales are $2.3 billion annually, and he added:

"The opportunity for growth in the other 80% of the population is enormous. It represents a potential that could add almost $8 billion to our sales volume annually. It could make any previous soft drink industry advances appear almost infinitesimal by comparison.

"Tremendous gains could be realized by the industry's broadening its base of marketing operations, and increasing per capita consumption in the home, at work and in recreation areas.

■ "I have not yet met the bottler or parent company executive who could ever truthfully say he had reached the saturation point as far as per capita consumption of soft drinks is concerned."

Mr. Durkee said such an expansion would call for "a policy of investment and re-investment in advertising and promotion at all levels." He pointed out that, "unlike the hard-goods manufacturer, we have no worries about how many refrigerators or cars one family can support. We have only the problem of selling more products to more people."

■ Back in New York, Pepsi announced the promotion of Frederick C. Sorensen to vp and manager of the eastern division. Mr. Sorensen, formerly regional manager in Charlotte, N. C., succeeds Marc A. Lefebvre, who was recently named vp in charge of field operations. #

Price Rogers Briggs Landers

CONTEST WINNER—*The grand winner of the Dallas Advertising League's advertising editorial contest, Ann Lander, Thomas Jefferson High School student, tries out her Remington portable typewriter prize assisted by Lloyd Price, president of the league and director of advertising sales promotion, Dallas Times Herald; Will H. Rogers, chairman of the league's educational committee and information supervisor, Southwestern Bell Telephone Co.; and James B. Briggs, exec vp, Erwin Wasey, Ruthrauff & Ryan, New York, feature speaker at the Advertising Week awards luncheon.*

Chun King Names Two

Chun King Corp., Duluth, has appointed Thomas J. Scanlon advertising and merchandising manager and John Menz national sales manager. Mr. Scanlon was formerly advertising manager; Mr. Menz was field sales manager.

Lundgren Named Ad Manager

Automatic Control Co., St. Paul, manufacturer of control systems for water, sewage and industrial installations, has appointed Warren Lundgren advertising manager. Mr. Lundgren was formerly vp of Kent Dixon Associates, Minneapolis.

1st in Oklahoma
in total adv. linage
by more than
10 million lines*

That's 4,153 PAGES MORE advertising than any other two newspapers in the state of Oklahoma! And those figures are for 1960, alone! Mighty impressive, we'd say. There must be a reason for this phenomenal linage, and there is. The Tulsa World and The Tulsa Tribune completely saturate the rich, 40-county Magic Empire; and advertisers know that when they tell their story in the Oil Capital Newspapers, they SELL this market with a $2,228,627,000 effective buying income.** We're Number 1 in Oklahoma by over 10 million lines because we deliver the goods. For more information, write, or call a Branham man.

*Media Records
**Survey of Buying Power

The TULSA WORLD and THE TULSA TRIBUNE
MORNING ● SUNDAY ● EVENING
Represented Nationally by the Branham Co.

TELEVISION HAS TO BE LOCAL IN WESTERN OREGON . . . THERE ARE MOUNTAINS!

Over 110,000 families depend on OTT* for a clear picture. Buyers get local coverage and attention from all three stations . . . and, remember, Eugene is Oregon's 2nd market . . . the only metro area between Portland and San Francisco.

ONE ORDER, ONE BILLING TO YOUR HOLLINGBERY MAN OR ART MOORE & ASSOC.
(PORTLAND – SEATTLE)

Oregon Triangle Television
KVAL-TV Ch. 13 EUGENE
KPIC-TV Ch. 4 ROSEBURG Affiliate
KCBY-TV Ch. 11 COOS BAY Affiliate

HERALDLAND is the BIGGEST and GROWINGEST MARKET in the SOUTH

Yes . . . HERALDLAND! $150 million furniture-household sales. 14% more than the total sales in the Metropolitan Counties of Atlanta, Louisville and Birmingham combined.

1,724,000 people . . . $3,307 million effective buying power . . . $2,652 million retail sales, a market greater than any of 26 entire states.

HERALDLAND — the South's No. 1 market — is sold by the South's biggest and most influential newspaper

The Miami Herald

STORY, BROOKS & FINLEY, INC., NATIONAL REPRESENTATIVES

PHOTOGRAPHIC POST CARDS

Any Quantity! Quick Deliveries

Why lose sales when in less than a week's time, you can scoop the market by mail with new models. No special art work needed. Send us your photograph or negative & we'll prepare samples without cost or obligation.

The GROGAN PHOTO CO.
Dept. AA Danville, Illinois

Des Moines Chapter Names Borland Ad Woman of Year

Shirley M. Borland, associate book editor of Meredith Publishing Co., Des Moines, has been named Ad Woman of the Year by the Des Moines women's chapter of the Advertising Federation of America and has been endorsed by the men's chapter.

Simmons-Boardman Boosts Two

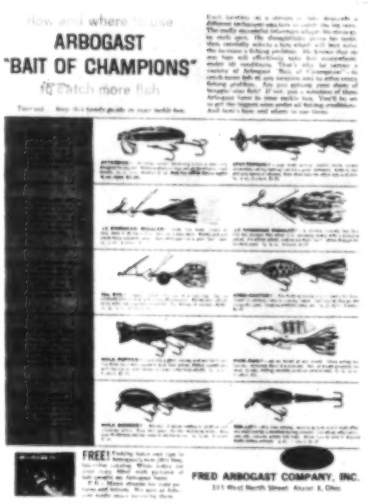
Simmons-Boardman Publishing Corp., New York, has named Bayne A. Sparks, publisher of *American Builder*, a director of the company. At the same time, A. W. Brownell II, ad sales manager of the magazine, has been named a vp.

Cahners Boosts Gannett, Lesher

Cahners Publishing Co., Boston, has promoted Gordon H. Gannett, salesman for *Modern Materials Handling*, to midwestern manager of the magazine, a new title. At the same time, Irving A. Lesher, salesman for *Metalworking*, has been named to the new title of midwestern manager of the magazine.

Ruben Adds 2 Accounts

Ruben Advertising Agency, Indianapolis, has been appointed to handle advertising for the Oil Heat Institute of Indianapolis and Mother's Cookie Co., Louisville.



ANYONE FOR FISHING?—*Fred Arbogast Co., maker of fishing lures, currently is running this full color page ad in sport magazines and business publications.*

Arbogast Marks Spring's Approach via Fish Lure Push

AKRON, March 7—A sure sign that spring is near at hand is a new advertising campaign now being conducted by Fred Arbogast Co., manufacturer of fishing lures.

The push broke with full-color page ads in the February issues of *Sports Afield* and *Fishing Tackle Trade News*. This is believed to be the first time an exclusive lure manufacturer has run a full-color page in a national sport magazine.

The same insertion, which features 10 fishing lures made by Arbogast, is scheduled for the March issues of *Outdoor Life* and *Sporting Goods Dealer* and the April issue of *Field & Stream*.

Ketchum, MacLeod & Grove, Pittsburgh, is the agency. #

WBC Productions Formed; Westinghouse Names Wendell

Westinghouse Broadcasting Co., New York, has formed WBC Productions for the production of radio and tv shows. First projects planned by the new corporation are a one-hour and a half-hour series to be run back-to-back in a late evening time period Monday through Friday. The shows will be taped to Westinghouse's five tv stations and syndicated in other markets.

Bud Wendell, formerly program manager of KYW, Westinghouse's Cleveland radio station, has been named to the new post of coordinator of nighttime programs for the six Westinghouse radio stations. He will make his headquarters in Cleveland. Replacing Mr. Wendell as program manager of KYW is Gene Plumstead, formerly vp in charge of programming of Plough Broadcasting Co.

Mann Heads ABC Radio West

Jack H. Mann has been named director of ABC Radio West, Hollywood, an expanded regional hook-up of ABC Radio's Pacific network. The regional network now includes 104 stations of the ABC Pacific Network, the Arizona Network and the Intermountain Network covering 10 states. Mr. Mann also will continue as director of advertising, promotion, research and sales development of ABC Radio.

Reuter Opens Foreign Offices

Reuter & Bragdon, Pittsburgh, has opened affiliate overseas offices in Paris and in Duesseldorf, Germany. Claude Carcopino has been named to head the Paris office, located at 2 Rue du Colonel Driant. Walter Rau will be in charge of the Duesseldorf office, located at 1 Kavalleriestrasse.

YOU'RE IN GOOD COMPANY
ON NEW CHICAGO WLS RADIO · THE GOOD SOUND OF MUSIC

COMPANIES LIKE: CAMPBELL'S • CANDETTES
CLARK OIL • DELTA AIR LINES • DERBY FOODS • GILLETTE
HOUSEHOLD FINANCE • MENNEN • MILK FOUNDATION
NESCAFE • ROYAL CROWN COLA • WRIGLEY'S GUM

abc

SEE YOUR JOHN BLAIR MAN

PREFERRED READING

WITH MEN WHO MAKE INDUSTRIAL MARKETING

says **NEWCOMBE C. BAKER**
Advertising Manager
Yale Materials Handling Division
The Yale & Towne Manufacturing Co.

"Industrial Marketing brings together much useful information pertaining to each of the many functions of marketing and indicates how the interrelation between these functions contributes to the attainment of specific sales objectives. In so doing, IM is a valuable aid in sharpening our focus on where more effective coordination of sales and advertising can be attained at all levels."

Mr. Baker joined The Yale & Towne Manufacturing Company in 1953 as a special sales promotion manager responsible for the nationwide Yale Traveling Road Show, a unique promotional venture in the materials handling industry. Within the same year he was named advertising manager for the Yale Materials Handling Division with headquarters at Philadelphia. Before coming to Y&T, Mr. Baker was an account executive with Ruthrauff & Ryan (now Erwin Wasey, Ruthrauff & Ryan) in New York City, having joined the agency after graduation from Princeton University and service with the Marines during World War II. In his present post, Mr. Baker is responsible for an advertising, sales promotion and publicity program which includes the allocation of more than $250,000 annually to the business press to promote such divisional products as industrial lift trucks, tractor shovels and hoisting equipment.

says **E. V. CREAGH**
Advertising and Sales Promotion Manager
American Chain & Cable Company, Inc.

"Reading Industrial Marketing is very close to the top of my 'must read' list. It would be difficult to carry on in industrial advertising and marketing without it, and IM is one of the few publications I take home for careful reading before routing it to others on my staff."

Mr. Creagh has been engaged in the advertising phase of American Chain and Cable Company's operations since 1926, after having served in the sales department. From executive offices in Bridgeport, Conn., he supervises and coordinates advertising and sales promotion for 19 divisions of his company, entailing the use of more than 100 publications—most of which are in the industrial, trade and business press. Mr. Creagh was the first president of the West New England Chapter of the National Industrial Advertisers Association (now the Association of Industrial Advertisers), and also has served two terms as vice-president of the national organization.

says **EARL L. RIVES**
President
Rives, Dyke and Company

"We find Industrial Marketing a hard working tool to help us in our business. Not only does IM provide help for our own people in their day-to-day work, it also has proved a helpful aid in pointing out certain policies and trade practices to our clients. IM is a hard working shirt-sleeve book that we really use."

A native Texan, Mr. Rives began his advertising career in 1937 in Houston as an advertising assistant at the Reed Roller Bit Company. He switched to the agency field shortly before his World War II service and returned to agency work after a three-year stint in the army. In 1948, Mr. Rives and Mr. Frank Dyke formed Rives, Dyke and Company. The growth of their firm has led to its becoming one of the South's largest industrial agencies, with business paper billings alone totaling $1,505,821 in 1959. Located in Houston, Rives, Dyke represents such industrial advertisers as Dowell Division of the Dow Chemical Company, Mission Manufacturing Company, Reed Roller Bit Company and Schlumberger Well Surveying Corporation.

INDUSTRIAL MARKETING

Selling and advertising to business and industry

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS 630 THIRD AVENUE • NEW YORK 17, NEW YORK

Phillips Named VP

William Phillips, with Ogilvy, Benson & Mather, New York, since 1959, has been elected a vp.

Too Busy to Keep Up With Your Reading?

- Press Clippings can solve your problem if there simply aren't enough hours in the day to permit you to read the trade papers, magazines and newspapers you know you should. Many busy men have us spot and send them information on subjects of interest to them.

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

Information for Advertisers

Pulse will issue its fifth annual review of television and radio station performance about the end of March. The review presents each tv and radio station's average share of audience in each of 241 markets. Copies are priced at $75 for Pulse subscribers and $100 for non-subscribers, with additional copies at $25 each. Additional information may be obtained from Pulse Inc., 730 Fifth Ave., New York.

• "How Big Is the Beauty Shop Market," a brochure defining the beauty industry in terms of number of buying units; number of operators per shop; and income average per operator gross, has been published by **Modern Beauty Shop.** The brochure also gives a breakdown by percentage in dollar volume of the products consumed within the beauty shop market. Additional information may be obtained from *Modern Beauty Shop*, 59 E. Monroe St., Chicago 3.

• "20th Anniversary Issue of the Fawcett Beauty Reader Forum Report," a comprehensive picture of the use of beauty products by Fawcett Women's Group readers for the years 1950 through 1960, has been published by and is available from **Fawcett Women's Group**, 67 W. 44th St., New York 36.

• "The Characteristics of the Reading Audiences of *Newsweek*, *Time* and *U. S. News & World Report* in 11 Western States" has been published by **Newsweek.** The study reports coverage of each magazine in the 11-state area according to occupation, age and family income. Additional information may be obtained from *Newsweek*, 444 Madison Ave., New York 22.

• "Greater Pittsburgh, Market of Champions," a booklet comparing Pittsburgh with ten other major league markets in buying power, retail sales and dollars spent on services has been published by and is available from **Reuben H. Donnelley Corp.**, 327 Fifth Ave., Pittsburgh 22.

• "47,000 Southerners Turn Out to Celebrate WGUN's Birthday," a study of shopping habits, appetites and distribution of its primary audience, has been published by and is available from **WGUN**, 217 W. Ponce de Leon Ave., Decatur, Ga. Requests should include company name and business title.

• There are 6,346,326 Roman Catholics in metropolitan New York, according to the "1961 Metropolitan Catholic Telephone Guide," a volume published by the **Catholic News.**

The guide, a directory of the 3,287 Catholic institutions in the New York area, covers the archdioceses of New York and Newark and the dioceses of Brooklyn and Rockville Center, Paterson, Trenton, Camden and Bridgeport.

Total Catholic school population for the area is 861,382 students, according to the guide. These students attend 29 colleges and universities, 257 high schools and 1,087 elementary schools.

The guide, a 304-page volume, is available at $5 from the *Catholic News*, 251 Park Ave. South, New York 10. ≡

TAKE OFF—*When the Advertising Club of Washington picked Alvin Q. Ehrlich, exec vp, Kal, Ehrlich & Merrick, as its man of the year, this spoof on a Drug Fair ad appeared on each table at the dinner honoring him. Drug Fair is a KE&M client.*

Leebron Joins Lavenson

Norman D. Leebron has joined Lavenson Bureau of Advertising, Philadelphia, as an account executive. He formerly was director of film programming of Metropolitan Broadcasting Co., New York.

Pepsi Names Mullins

J. Donald Mullins has been appointed marketing director of Pepsi-Cola Bottling Co. of San Francisco. He was assistant sales training director of Pepsi-Cola in New York.

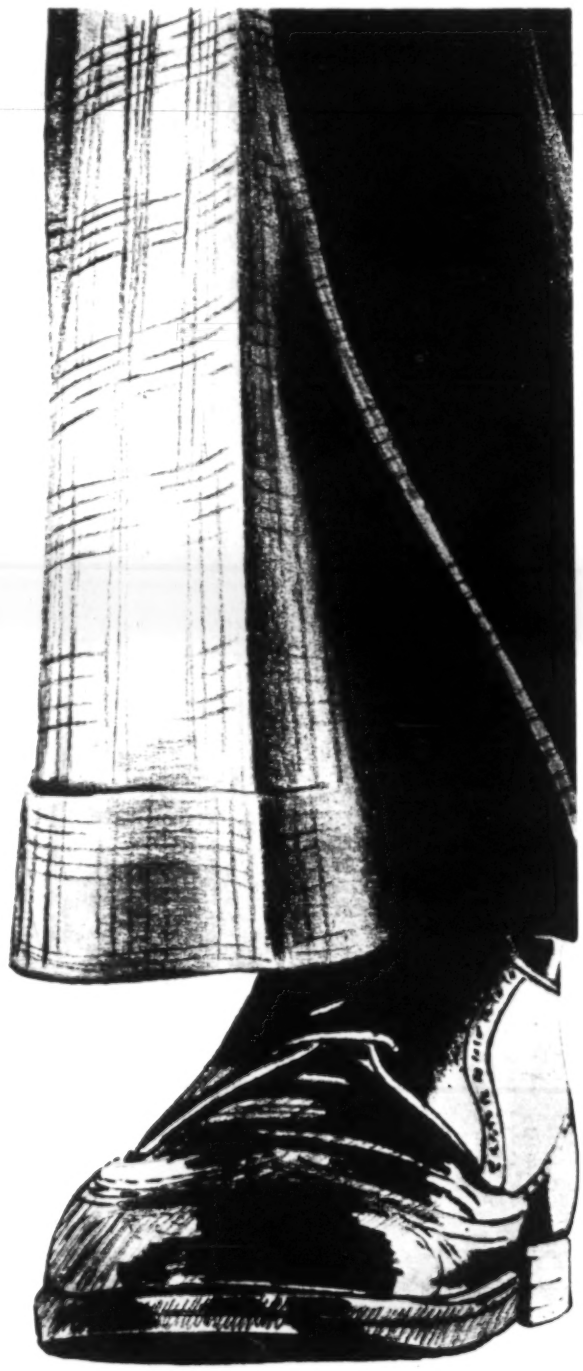
QUAD-CITIES
(Davenport, Ia. - Rock Island Moline - East Moline, Ill.)

TAKE BIG STEP FORWARD

3RD LARGEST IOWA-ILLINOIS MARKET

OVER A QUARTER MILLION PEOPLE
Now 270,058

Quad-Cities are moving UP in business . . . . International Harvester local plants alone have taken another step forward with an increase of tractor production of 45%. Quad-Cities with a spendable income in excess of a half billion dollars is on the move! Quad-City daily newspapers with 99.8% coverage of the metropolitan area is the perfect media to sell YOUR product!



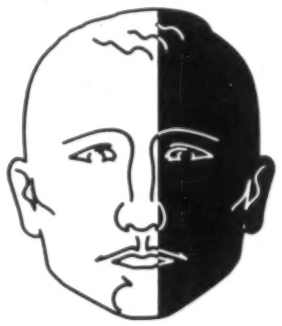
THE COMPLETE COVERAGE MEDIUM OF THE MARKET

QUAD-CITY NEWSPAPERS

MOLINE DISPATCH
ROCK ISLAND ARGUS
Represented by Allen-Klapp Co.

DAVENPORT MORNING DEMOCRAT
DAVENPORT EVENING TIMES
Represented by Jann & Kelley, Inc.

The Memphis Market has two ears



WDIA alone reaches the other one!

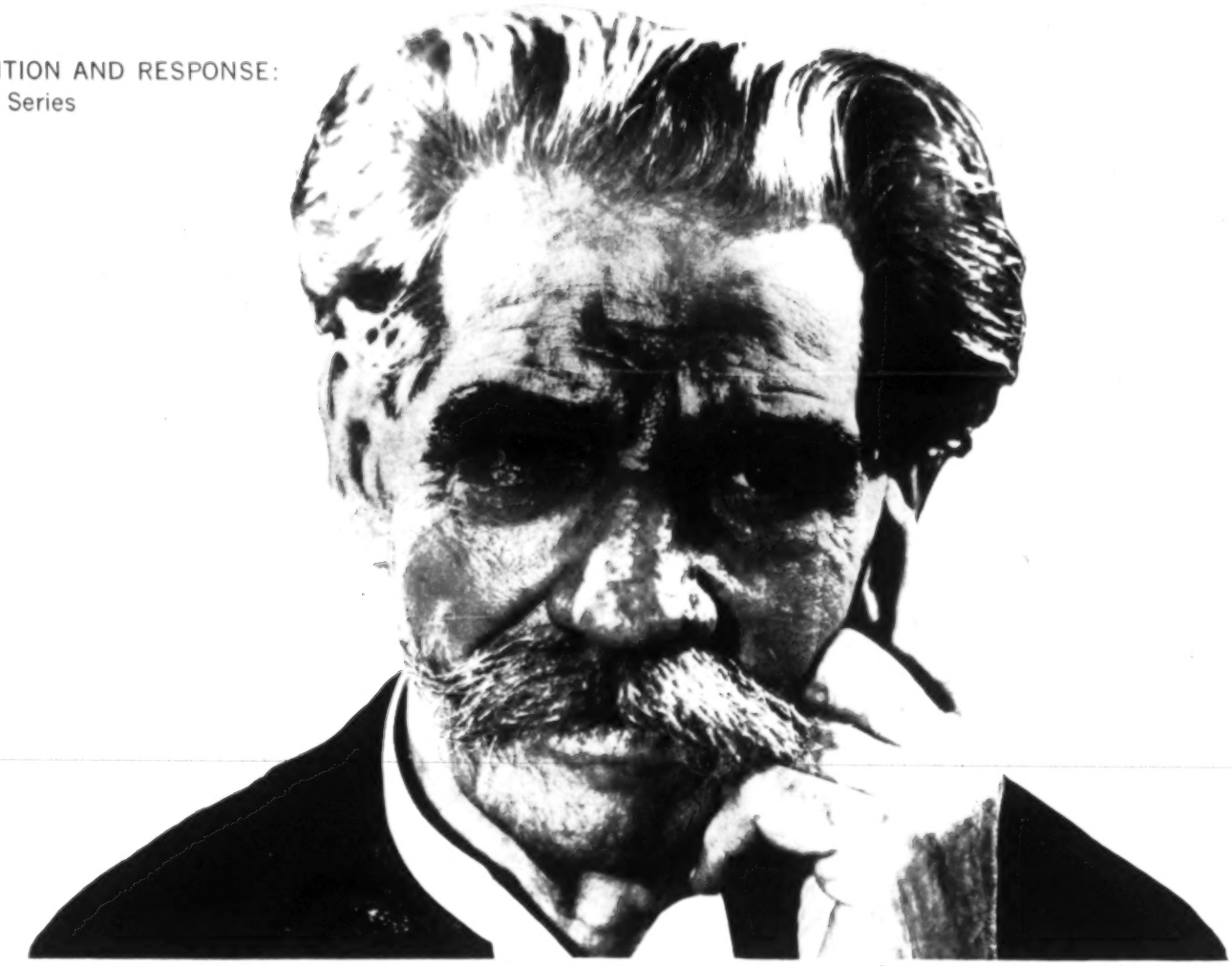
When planning your budget for the Memphis market, *remember* that 40% of the population is Negro—over 1,500,000 people, who earn more than a billion dollars a year! *Remember* that the only medium that effectively sells this big, rich market is Memphis' 50,000 watt Negro-programmed WDIA. Top rated for 10 years, WDIA is more than a radio station, it's an advertising force. No matter what other media you use, 40% of your Memphis area budget must go to WDIA or you miss nearly half of this rich market! Write today for complete details!

ARCHIE S. GRINALDS, JR., Sales Mgr.
BERT FERGUSON, Exec. Vice-Pres.
EGMONT SONDERLING, President
Represented by THE BOLLING CO.

WDIA

OTHER SONDERLING STATIONS:
WOPA, OAK PARK, ILL. KDIA, OAKLAND, CALIF.

RECOGNITION AND RESPONSE:
No. 4 in a Series



©DR. ALBERT SCHWEITZER BY KARSH OF OTTAWA

"THE PEACEMAKERS" *. . . another dramatic example of how*

The American Weekly starts people talking

"...WAS SO PLEASED TO SEE AMERICAN WEEKLY'S FRESH PERSPECTIVE AND CONSTRUCTIVE THINKING...ARTICLE WAS READ INTO CONGRESSIONAL RECORD"

says Senator Alexander Wiley, U. S. Senator from Wisconsin

"THE PEACEMAKERS" appeared in the May 29, 1960 issue of The American Weekly. Two days after its publication, Senator Alexander Wiley spoke to his colleagues from the Senate floor:

"On Sunday, The American Weekly published an informative article entitled 'The Peacemakers' by Martin Scott. Reflecting the way in which such individuals, including the distinguished Dr. Schweitzer—in the farflung corners of the earth—are dedicating their lives to serving mankind, I ask unanimous consent to have the article printed in the Appendix of the Record."

The motion carried and American Weekly's appropriate Memorial Day message was read into the Record.

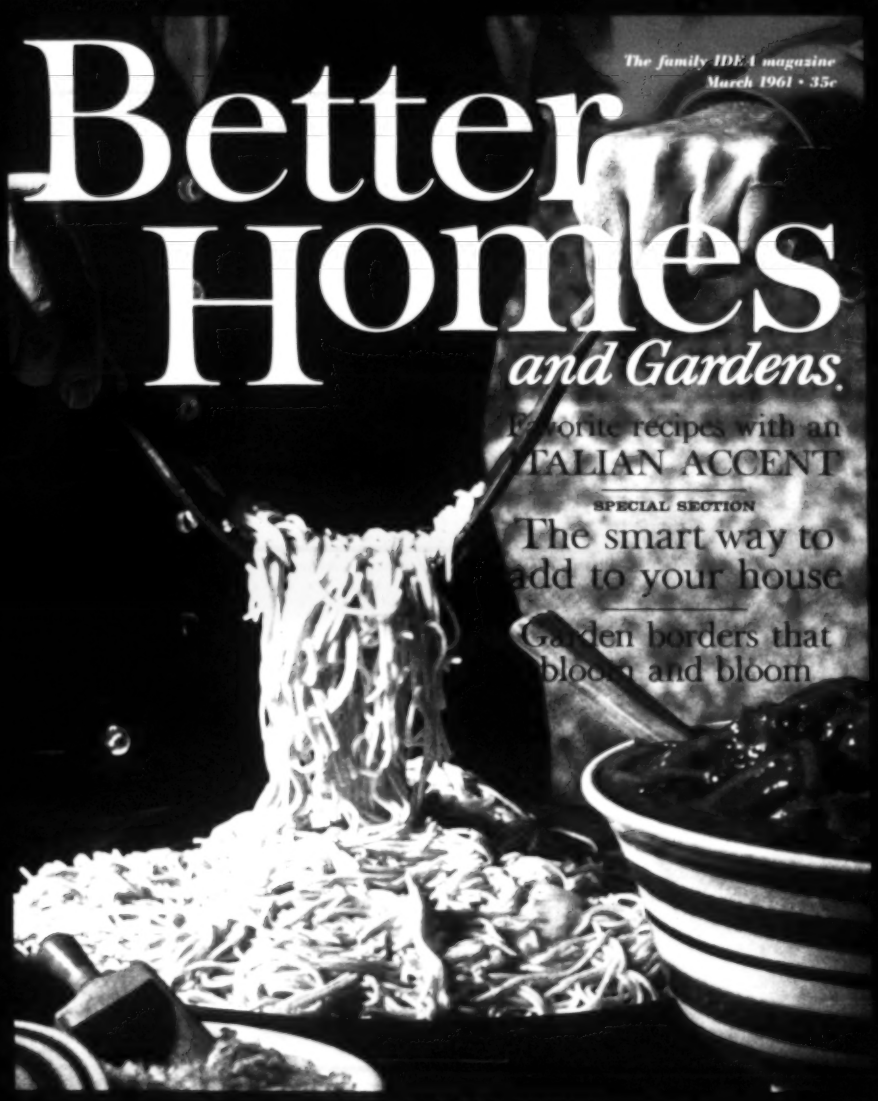
The American Weekly gets action because it speaks in terms people understand about things that concern them most. It is the pipeline to the heart of America—concentrating 86% of its circulation in the rich, decision-making "A" markets and contiguous counties.

BEST READ SUNDAY MAGAZINE

...and the most resultful

"OVER 1,472,000 READER RESPONSES IN ONE YEAR"

THE AMERICAN WEEKLY · 65TH YEAR 1896-1961 · BEST READ SUNDAY MAGAZINE


The family IDEA magazine
March 1961 • 35c
Better Homes and Gardens.
Favorite recipes with an ITALIAN ACCENT
SPECIAL SECTION
The smart way to add to your house
Garden borders that bloom and bloom

THE FAMILY IDEA MAGAZINE

They spring at you from every page of Better Homes and Gardens. Ideas! Just glance through a copy. You'll find ideas about food, furnishings, building, gardening, travel and *purposeful puttering*—all compellingly presented to interest you, your wife, *anyone* who is wrapped up in family living.

Sixteen million men and women—*like that*—turn to the pages of BH&G month after month. Actually, during the year, *a third of America*—the family-centered, top-spending third—looks to Better Homes and Gardens for ideas about what to do and what to buy for a happier family life, at home or away from home.

And all this makes BH&G a very, very profitable place for advertisers to display what they want to sell. *Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans*

Where America shops for IDEAS that make SALES

NOW 5 EDITIONS AND OVER **5,250,000 COPIES** EVERY MONTH

IDEAS IN ACTION

Gain a garage workbench

You could plan a workbench-storage unit like this in almost any garage or carport. The 20-inch-deep counter is supported by the 4x4 posts at the front and actually protrudes outside the garage itself. Fixed windows top and bottom completely enclose the once-open carport.

Bathroom beauty was built right in

Clever planning can make an efficient bathroom out of a cut-up room in an older home. Here, glass mosaic tiles were put on a plywood counter top. A ½ x 6 Philippine mahogany board forms the edge. The inexpensive shutter at the left end of the counter is the door to the medicine cabinet; the large mirror is simply attached to the wall.

Kids' mud room closet hangs on the wall

The children in *this* home can keep all their "ready-to-go" things in a practical mud room unit. Boot shelves are hardware cloth so mud, slush can drip through and be washed down a drain in the tile floor.

"Pssst . . .
put the
emphasis on
Memphis"

and get a great DEAL for your money!

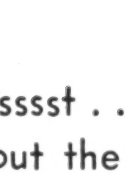
Memphis gives you
a BONUS market
containing nearly
2 million people!

(Memphis Metro Area
of 620,100 People
PLUS 75 Counties)

—A TOTAL MARKET
OF
2½ MILLION PEOPLE

TERRIFIC PURCHASING POWER!

Buy Memphis
Buy
MEMPHIS NEWSPAPERS



THE COMMERCIAL APPEAL
•
MEMPHIS PRESS-SCIMITAR

MEMPHIS, TENNESSEE

Railroad Mergers May Affect Five Agencies, Billings of $3,000,000

BBDO; Reincke, Meyer; Compton; John Forney; JWT Await Resolutions

CHICAGO, March 7—Two proposed mergers involving five Midwest railroads are expected to affect some $3,000,000 in commissionable advertising billings which currently are handled by five agencies.

Involved in the biggest of the two mergers are the Great Northern Railway Co. and the Northern Pacific Railway Co., both of St. Paul, and the Chicago, Burlington & Quincy Railroad here. The directors of the three railroads have already approved the merger, and approval of stockholders is currently being sought. The three boards are expected to hold separate meetings in May to officially consummate the merger.

Great Northern, which is handled by John W. Forney Inc., Minneapolis, is by far the largest advertiser. In 1959, the road reported ad expenditures of $1,538,989 to the Interstate Commerce Commission. This figure is misleading in that it includes many other items besides commissionable billings. It is estimated that Great Northern's billings last year amounted to about $1,200,000.

■ Northern Pacific's agency is Batten, Barton, Durstine & Osborn, Minneapolis. The line reportedly billed about $700,000 last year. In 1959, the railroad listed ad expenditures of $916,698 in its report to the government.

The third railroad concerned in this merger is the "Burlington," handled by Reincke, Meyer & Finn, Chicago. More than 97% of the Burlington's stock is owned by Great Northern and Northern Pacific. Burlington's billings last year amounted to nearly $600,000. In its report to the ICC in 1959, the road reported total ad expenditures of $792,700.

■ The second merger is proposed between the Chicago & North Western Railway and the Chicago, Milwaukee, St. Paul & Pacific Railroad (more familiarly known as the Milwaukee Road), both Chicago-headquartered lines. Management of the two railroads will present merger proposals at a joint meeting of the two boards of directors March 16.

Compton Advertising, Chicago, is agency for the Chicago & North Western line, which had commissionable billings in 1960 of about $100,000. In its 1959 report to the ICC, the North Western listed total ad expenditures of $279,480.

The Milwaukee Road's agency is J. Walter Thompson Co., Chicago. Commissionable billings for this railroad last year amounted to an estimated $400,000. In 1959, the railroad reported total ad expenditures of $669,595.

■ Thus far, no agencies have been handed pink slips, and it may be a long while before such slips will be distributed. Railroad officials pointed out that even if mergers are completed, it may be several years before many details are worked out. Since advertising and agencies have been traditionally unimportant to most railroads, the decision on which agency to retain may be one of the last details to be decided.

■ Four of the railroads currently involved in merger discussions have long been among the leading railroad advertisers.

In 1959, the last year reported by the Interstate Commerce Commission and the Assn. of American Railroads, the Great Northern, Northern Pacific and Burlington were the third, fourth and sixth biggest railroad advertisers respectively, accounting for nearly $3,300,000 in advertising expenditures.

As tenth largest advertiser, the Milwaukee Road spent $669,595, while the Chicago & North Western invested $279,480.

■ The ICC-AAR report showed that in 1959 railroads spent a total of $22,519,964 for advertising, a partial recovery from the recession low of $20,314,287 in 1958. Comparable figures for 1957 were $26,305,674, and for 1956, $28,091,358.

(Reports are based on the ICC accounting system definition of advertising. In addition to measured media, it includes an array of costs ranging from timetables, postage, handbills and display racks, to general notices to shippers.)

TOP RAILROAD ADVERTISERS—1959

Union Pacific	$3,428,165
Sante Fe	3,027,459
Great Northern	1,538,989
Northern Pacific	916,698
B&O	855,119
Burlington	792,700
C&O	733,914
Southern Pacific	719,921
Norfolk & Western	696,985
Milwaukee Road	669,595
Southern	604,277
Pennsylvania	603,260
N.Y. Central	578,137
Rock Island	552,803
Illinois Central	533,452
Missouri Pacific	453,537
Atlantic Coast Line	444 835

Gulf Publishing Boosts Hart

Gulf Publishing Co. has appointed Gene Hart mid-continent manager, headquartering in Tulsa. Mr. Hart joined Gulf in 1958 as eastern advertising representative of *Petroleum Refiner*. He was most recently advertising sales manager of the publication in Houston.

CKWX Appoints Two

CKWX, Vancouver, radio station, has named R. S. Lennie general sales manager and Garth Olmstead retail sales manager. Mr. Lennie has been a broadcaster at the station and Mr. Olmstead was a CKWX retail account executive.

C&H Sugar Launches New Push in Outdoor, Radio, Supplements

SAN FRANCISCO, March 7—A major brand advertising effort has been launched by California & Hawaii Sugar Refining Corp. to dramatize the quality of C&H sugar in an expanded print and broadcast schedule.

Increased ad funds have been allocated for the first appearance of C&H advertising, prepared by the San Francisco office of Honig-Cooper & Harrington, in Sunday supplements.

Full-color page ads, featuring photographs of Hawaiian children, will bear the theme: "There's nothing sweeter than fresh Hawaiian sugar cane, unless it's a cake made with C&H."

The theme will be reinforced by use of additional photographs of Mainland children eating "goodies" made with C&H sugar.

■ An increased schedule of 1,000-line, two-color ads in the same motif will be carried in more than 32 other markets in the C&H territory. The radio schedule also has been broadened and features a new jingle with a Hawaiian theme, prepared in Hollywood.

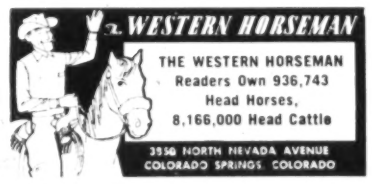
C&H's award-winning giant painted spectaculars will be seen again throughout the West Coast with 24-sheet outdoor panels being used for the first time in several years in selected markets.

Gray & Rogers Adds Account

The Philadelphia Automobile Trade Assn., Philadelphia, has appointed Gray & Rogers, Philadelphia, to handle a campaign to "build public confidence and trust in the automobile agency business." In line with a revision of its fair practice code and putting greater emphasis on high standard of business conduct, the association will develop a new symbol and an interpretive phrase or slogan to express the aims of the program.

Johnston Pie to Cappel

Johnston Pie Co., Los Angeles, has appointed Cappel, Pera & Reid, Orinda and Beverly Hills, to handle its advertising.



WAVE-TV gives you 28.8% more AVID EATERS

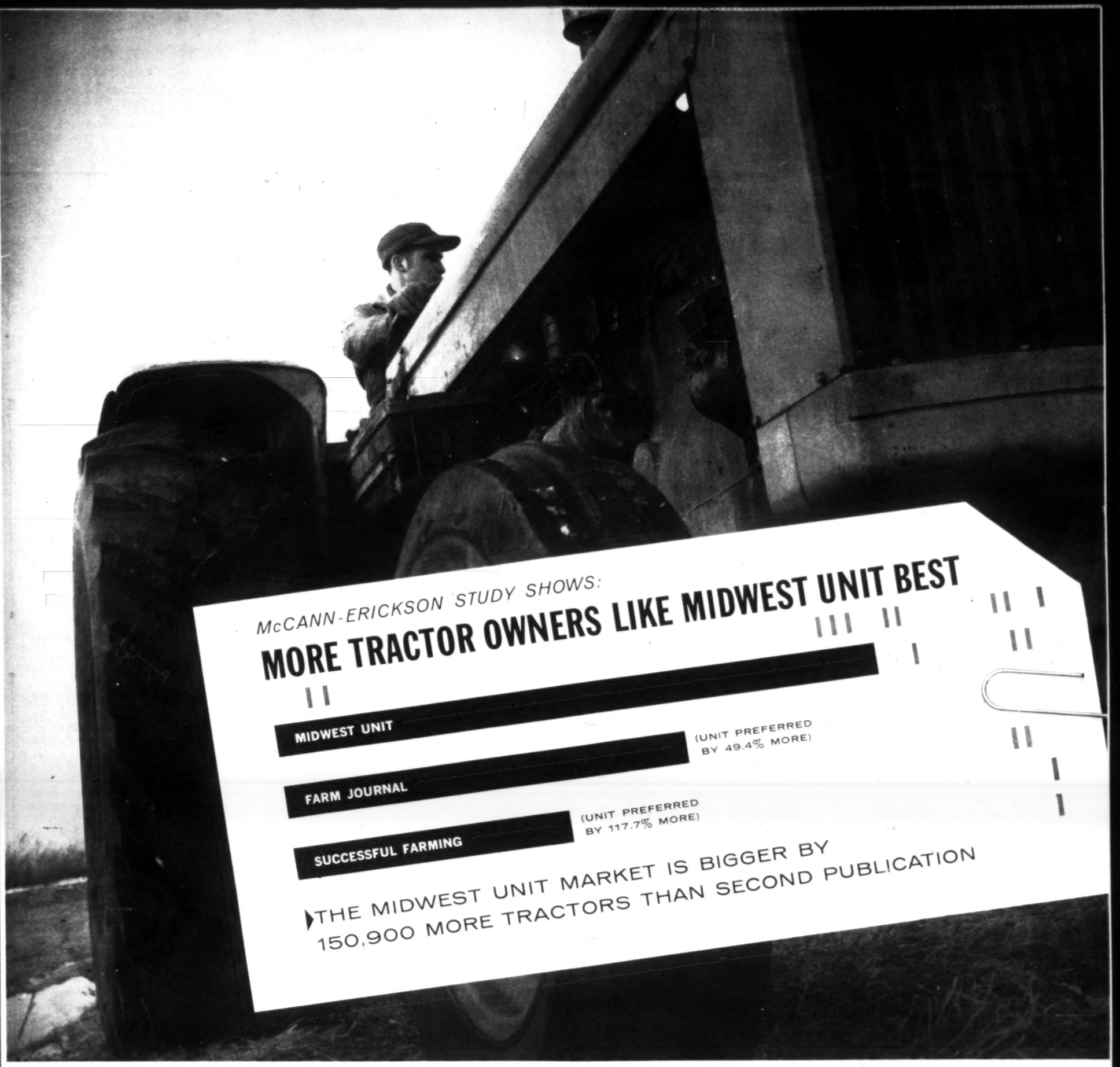
—and they gobble up 28.8% more of EVERYTHING that's edible!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.

WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE

NBC SPOT SALES, National Representatives



McCANN-ERICKSON STUDY SHOWS:

MORE TRACTOR OWNERS LIKE MIDWEST UNIT BEST

MIDWEST UNIT

FARM JOURNAL (UNIT PREFERRED BY 49.4% MORE)

SUCCESSFUL FARMING (UNIT PREFERRED BY 117.7% MORE)

THE MIDWEST UNIT MARKET IS BIGGER BY 150,900 MORE TRACTORS THAN SECOND PUBLICATION

Your Unit bonus: Top choice with top income farmers

In every classification—swine, dairy, poultry, corn, cropland, tractors, trucks—total preference and preference of the top producers go to Midwest Farm Paper Unit. The new McCann Erickson study is packed with useful, unbiased facts and figures. It gives you a new measure of your sales potential in "the world's richest farm market"—a new gauge of effective advertising coverage. Write your nearest sales office for a free copy of this eighty-two page study now.

MIDWEST UNIT *Farm Papers*

SALES OFFICES AT: 35 E. Wacker Drive, Chicago 1 • 250 Park Ave., New York 17, New York • 110 Sutter St., San Francisco 4 159 S. Vermont Ave., Los Angeles 4.

U. S. World Trade Fair Sets $500,000-Plus Ad Budget

The U.S. World Trade Fair, which is set for its fifth annual run at the New York Coliseum May 3-13, has scheduled the biggest advertising campaign in its history. The budget, expected to exceed $500,000, calls for pre-exhibition insertions in 23 business publications, a series of small-space ads in the *Journal of Commerce*, *New York Herald Tribune*, *New York Times* and *New York World Telegram & Sun*, and a direct mail drive designed to reach some 500,000 buyers and business men.

This schedule, aimed at attracting buyers, is separate from the attendance-building promotion, which will begin shortly before the fair opens. The consumer campaign will involve use of all New York City newspapers, general magazines, radio and television, and posters at transportation sites. Koehl, Landis & Landan is again handling advertising, and United Public Relations is again handling pr.

ORCHIDS FOR HER
AS LOW AS 11¢ EACH
MINIMUM ORDER 100
ORCHAWAII
HQ: 305 7th Ave., N.Y. 1, N.Y. • OR 5-6500
BR: 30 W. Wash., Chi. 2, Ill. • AN 3-6622

Philadelphia Auto Group Names Gray & Rogers

The Philadelphia Automobile Trade Assn. has appointed Gray & Rogers, Philadelphia, to handle public relations and publicity. The dealer group said it planned a public campaign to "combat unfair and unethical practices in automobile sales."

Moriarty Joins Ovaltine

Ralph F. Moriarty has been named vp and director of marketing of Ovaltine Food Products division of Wander Co., Villa Park, Ill., a new position. Mr. Moriarty formerly was a marketing supervisor of Leo Burnett Co., Chicago.

Schenley Schedules 'Skyscraper' Ads for Jas. Pepper Bourbon

NEW YORK, March 7—Schenley Distillers will break one of its more unorthodox ad campaigns in West Coast newspapers in mid-April, the first of its "skyscraper" ads for James E. Pepper bourbon.

The campaign features what the Pepper agency, Mogul Williams & Saylor, calls "a totally new and original approach, both in format and content."

"Skyscraper" ads comprise six-column units composed of five separate but adjacent ads with virtually the same copy and layout in each. Each ad is shaped like a skyscraper, with a two-column ad in the center flanked by two single-column ads.

Schenley and the agency decided on the unorthodox ad approach as a break from the "bottled-in-bond" forms in which liquor advertising has been bound, according to Edward Klein, senior vp and account supervisor at MW&S.

■ Mr. Klein said liquor advertising, being severely restricted by federal, state and local regulations, demands a different set of criteria for judging its potential effectiveness.

"There's just so much that can be said about a brand, and just so many ways of saying it. You must be original and creative within the framework of existing regulations," he said.

He said that the willingness of the newspapers to accept the unusual conditions was "crucial to the continued effectiveness of the medium." All West Coast newspapers on the schedule agreed to run editorial matter above and around the 1,280-line "skyscraper" units. The newspapers included the *Bakersfield Californian*, *Fresno Bee*, *Oakland Tribune*, *San Francisco Examiner*, *San Francisco News-Call Bulletin*, *San Jose Mercury-News*, *Monterey Peninsula Herald*, *San Mateo Times & News Leader*, *San Rafael Independent Journal*, and *Santa Rosa Press Democrat*.

SKYSCRAPER—*Six-column ads like this will be used in Schenley's James E. Pepper campaign in California newspapers.*

The James E. Pepper campaign has three stages:

1. In the initial stage, five separate ads will run as a six-column unit in the *San Francisco Examiner*, *San Francisco News-Call Bulletin* and *Oakland Tribune*.

At the same time, varying combinations of the individual ads will run in all the newspapers on the schedule. One combination will have the two-column center ad flanked by a single ad on each side. Another variation will be one single-column adjoining the two-column unit., etc.

2. The campaign will continue in the same newspapers (with others to be added), with individual segments making up a schedule of smaller-size insertions, according to the agency. With each segment a self-contained ad, Schenley and Mogul will have considerable flexibility in planning the followup campaign in California.

3. The process will be repeated in other U.S. markets.

■ The ads feature a return of the brand's Revolutionary War and colonial motif, with eagles and old cannons dominating the illustrations. At the bottom of each ad in the six-column unit will be a staggered series of bottle sizes to indicate the brand's range.

For the West Coast campaign, the secondary headline is, "Kentucky's first bourbon is California's finest." In all future campaigns, the headline will be: "Rich—rare—rewarding 10-year-old bourbon."

Pershall Joins Butler Bros. in Advertising, PR Post

J. R. Pershall, who resigned last December as president of Reach, McClinton & Co. of Illinois, Chicago, has joined Butler Bros., Des Plaines, Ill., distributor of general merchandise, with assignments in advertising and public relations. Butler Bros. has dropped Reach, McClinton and now has no agency.

Mr. Pershall operated his own Chicago agency until he merged with Reach, McClinton, New York, in 1958, and was named president of the Chicago company, initially called Reach, McClinton & Pershall. Lester A. Weinrott is now vp and general manager of the Chicago operation, which was renamed early in 1960.

Conn Is Old Magazine User

In a caption for a Conn Organ ad slated for *The Saturday Evening Post* (AA, March 6), it is stated that Conn "used magazines for the first time last November." This is wrong. Conn has been advertising in consumer magazines since the early 1950s. However, Conn used a four-color spread in the *Post* for the first time last November.

'Down Beat' Adds Three

William J. O'Brien, Joseph T. Sloane and Norman Weiland have joined the staff of *Down Beat*, Chicago. Mr. O'Brien, formerly vp and business manager of *Science & Mechanics*, has been named business manager, and Mr. Sloane, previously a public relations representative of Fenske, Fedrick & Miller, will be promotion director. Both are new jobs. Mr. Weiland, who will be a sales representative and associate editor, formerly was with *Billboard*.

Bayuk Launches Print Drive

Bayuk Cigars, Philadelphia, has begun a campaign in newspapers in major markets to announce a 9¢-off introductory offer on Phillies Sports cigars. Ad sizes range from 175 to 1,000 lines. Milton Berle, who appears for the company on its "Jackpot Bowling" network show, is featured in the ads. Wermen & Schorr Advertising, Philadelphia, is the agency.

PERSONAL SERVICE

As a member of an independent media team, the Farley representative can give objective information about markets of business media he represents. Backed by a combined experience of 92 years in market research and media sales, he is well qualified to serve you. His business is personal service to you.

Markets Served
Air Conditioning • Electrical Contracting • Electric Utilities • Electronics • Industrial Maintenance • Industrial Distributing • Mechanical Contracting • Policy Level Management • Savings & Loan

THE FARLEY COMPANY
Business Paper Representatives
120 S. LaSalle St., Chicago 3, Ill. • FI 6-3074

OUTSTANDING
CENTENNIAL PROMOTION IDEA!
A NEWSPAPER
HISTORY OF THE
CIVIL WAR
...authentically reproduced, in its entirety, from the original 8 page editions, same size (22"x16") and on a newsprint stock similar to the original.

Here is a promotional tie-in that combines timeliness and universal interest with genuine keepsake value. Newspaper Americana has captured the sights and sounds of the Civil War through the journalism of that era; recalling the frenzied patriotism unleashed by both North and South. Johnny Reb and Billy Yank emerge from history, not as symbols of their causes but as warm, sensitive human beings. Their pathos and humor are seen through the eyes of contemporary reporters who followed them through the carnage of First Manassas and Gettysburg.

A century has passed since the bombardment of Fort Sumter, yet interest in the Civil War continues to grow. This interest will very likely reach its peak during the Centennial. There will never be a better time than "right now!" to take advantage of the tremendous impact generated by these beautifully reproduced "antique" journals. Use them as direct mail pieces, as tie-ins with the celebration of a company anniversary, or framed under glass for special gift presentations. Let Newspaper Americana make this first Centennial year a very special one for your organization, too!

HERE IS A PARTIAL LISTING OF THE NEWSPAPERS AND THE MOMENTOUS EVENTS THEY REPORTED. THERE ARE HUNDREDS OF OTHER EXCITING ISSUES!

Lincoln's Election	N.Y. Herald	November 7th, 1860	Fort Sumter Ultimatum	N.Y. Times	April 12, 1861
Secession of South Carolina	N.Y. Herald	December 21, 1860	Bombardment and Surrender of Ft. Sumter	N.Y. Herald	April 14, 1861
Evacuation of Fort Moultrie	N.Y. Herald	December 28, 1860	Lincoln's War Proclamation	N.Y. Tribune	April 15, 1861
Firing on the Star of the West	N.Y. Herald	January 10, 1861	First Bloodshed in Baltimore	N.Y. Herald	April 20, 1861
Formation of The Confederacy	N.Y. Herald	February 11, 1861	Battle of Bull Run	N.Y. Tribune	July 22, 1861
Lincoln's Inauguration	N.Y. Herald	March 5, 1861	Mason-Slidell Affair	N.Y. Tribune	December 28, 1861

for additional information write
NEWSPAPER AMERICANA, LTD.
97 MONTGOMERY AVENUE — OCEANSIDE, NEW YORK

CHARLESTON
Is West Virginia's State and Industrial Capital

WEST VIRGINIA as a state has borne the brunt of much "Depressed Areas" news. But all is not bad. Here's an excerpt from the Wall Street Journal, Feb. 1, 1961:

"Economic Bright Spots"

"Many states with depressed areas have other areas where the economic outlook is bright. In West Virginia, for example, some sections have been bringing in new employers—big ones—hand over fist. Most of this has occurred in the Kanawha and Ohio River Valley areas in the western part of the state. Cities such as Huntington, Charleston, Parkersburg and others have provided sites for such companies as Kaiser Aluminum & Chemical Corp., Union Carbide Corp., Goodyear Tire & Rubber Co. and B. F. Goodrich Co. The chemical industry, specially, has been attracted by such things as good water transportation, and the availability of salt and other raw materials."

The Charleston Gazette
Charleston Daily Mail
Sunday GAZETTE MAIL

Charleston 30, W. Va.
Publishers: Newspaper Agency Corporation
Reps.: Johnson, Kent, Gavin & Sinding, Inc.

Why we're afraid of our dentist

We've made enemies out of a lot of dentists.

Often, they write and ask us for a Business Week subscription, and we say "no".

Business Week solicits subscriptions only from *management men*. We feel that dentists (and others outside the management sphere) would find little value in its pages.

This policy gives Business Week a *known* audience of people who *need* the news of American business and industry. Our editors work better when they *know* their audience. Advertising in Business Week works better for the same reason.

We hope our dentist friends find this explanation painless. We're a little worried about this back molar . . .

You advertise in Business Week when you want to influence management men.

BUSINESS WEEK

BUSINESS WEEK, A McGRAW-HILL MAGAZINE 330 WEST 42ND STREET, NEW YORK 36, N. Y.

PIANIST-COMPOSER
ROGER WILLIAMS
PAYS GUEST VISIT TO
"LIGHT TIME"

—the quarter hour children's series currently seen on 150 TV stations. Called an excellent contribution to quality television by critics, parents and stations, the programs are written and produced for the National Lutheran Council by . . .

FRED A. NILES PRODUCTIONS, INC.
1058 W. Washington Blvd. • Chicago 7
In Hollywood: 650 N. Bronson

Papert Adds Exeter Motors, WNEW; Reshuffles Exec Lineup

Papert, Koenig, Lois, New York, has been named to handle advertising for Exeter Motors, distributor of the Peugeot automobile in Michigan, Illinois, Indiana and Ohio. The agency also has been named to handle advertising for WNEW, New York, Metropolitan Broadcasting radio station. Hicks & Greist, the previous agency, will continue to handle the rest of Metropolitan's advertising.

In a realignment of executive titles, Frederic Papert, formerly president, has been named chairman, and Julian Koenig, exec vp and creative director, has been named president. George Lois, formerly senior vp and art director, becomes first vp. William A. Murphy, media research director, has been elected a vp. The agency also has named Robert G. Lurie, formerly with Lawrence C. Gumbinner Advertising, an account executive.

'Detroit News' Booklet Defines Unacceptable Advertising Practices

DETROIT, March 9—The *Detroit News* has published a 16-page booklet, "Advertising Acceptability Standards," for distribution to its advertisers.

The booklet gives 17 definitions of unacceptable advertising, as well as rules on the use of the word "free"; contests; guarantees; comparative prices; illustrations; financial and mail order advertising; the meaning of the word "wholesale"; advertising of sales; school advertising; advertising involving mail replies; and editorial type ads. In addition, pertinent passages regulating sales and on deceptive advertising are quoted from the ordinances of Detroit, the state laws and the fair practice code for advertising and selling of the Assn. of Better Business Bureaus.

■ The booklet was conceived by staff members of the *News* a year ago after a speech by Charles H. Kellstadt, board chairman of Sears, Roebuck & Co., at the annual convention of the Newspaper Advertising Executives Assn. Mr. Kellstadt had insisted that it is the duty of newspapers, as well as other media, to make sure the content of their advertising columns is as truthful as the content of their editorial columns (AA, Jan. 25, '60, Feb. 22, '60).

After the speech, three *News* executives—Larry Herman, Stan James and Jim Glasgow—met and began to evolve a self-censorship program. One of the first things they did was telephone major newspapers around the country, and the booklet evolved with the help of some 20 newspapers, who are credited on the last page of the book of standards.

■ Here is a sampling of the 17 definitions of unacceptable advertising, indicating the scope of the list:

• "Advertisements in bad taste or offensive to any group on moral, religious or discriminatory grounds. Suggestive captions or illustrations are not permitted. No copy, headline or illustration can be employed which states or implies conduct which by normal standards is considered morally or socially unacceptable . . .

• "Advertisements describing goods not available and not intended to be sold on request but used as bait to lure customers are not acceptable. Refusal to show, demonstrate or deliver the advertised article within a reasonable period must be construed as an attempt at bait advertising . . .

• "All advertising which makes dubious and exaggerated claims or is likely to cause injury to the health or morals of the reader or loss of confidence in the newspaper and its advertising . . .

• "Help wanted advertisements that make extravagant or misleading offers of salary or reward are not acceptable. It is illegal for an advertiser offering employment to advertise his own race, color, creed or nationality or to indicate any such preference in his prospective employe. Emplover requests for job applicants to send photographs are a violation of the Michigan Fair Employment Practice Commission's regulations, and such advertised requests are therefore unacceptable." #

LaGrange & Garrison Adds 1

Creative Packaging, Indianapolis, has named LaGrange & Garrison, Indianapolis, its agency. It will also handle the advertising and promotion of Creative's two operating divisions, Paper Package Co., Indianapolis, and Diamond Plastics Industries, Roanoke, Va.

for preferred WEEKEND reading
303,666 families in the
total BUFFALO market buy the
SUNDAY COURIER-EXPRESS

GREATEST CIRCULATION in the total Buffalo Market. (Largest in New York State outside New York City.)

GREATEST READER INTEREST with *cash* as the evidence.

At 20¢ per copy 303,666 families pay $60,700.00 each Sunday or over twice as much as is spent for the 10¢ Saturday Evening News ("weekend edition").

MONTH OF NOVEMBER, 1960

SUNDAY COURIER-EXPRESS	880 PAGES
SATURDAY EVENING NEWS	410 PAGES

The Sunday Courier-Express is a *bigger* newspaper too, with more than twice as many pages on a typical weekend.

GREATEST ADVERTISING ACCEPTANCE

Five times as much advertising runs in the Courier-Express on a typical weekend.

MONTH OF NOVEMBER, 1960

SUNDAY COURIER-EXPRESS	1,025,283 LINES
SATURDAY EVENING NEWS	206,047 LINES

GREATEST READERSHIP OF DISPLAY ADVERTISING

Carl J. Nelson Research, Inc. studied *both* the Saturday edition of the News and the Sunday Courier-Express. Results show the percent reading display advertising in the Buffalo City Zone to be the highest for the Sunday Courier-Express.

SUNDAY COURIER-EXPRESS

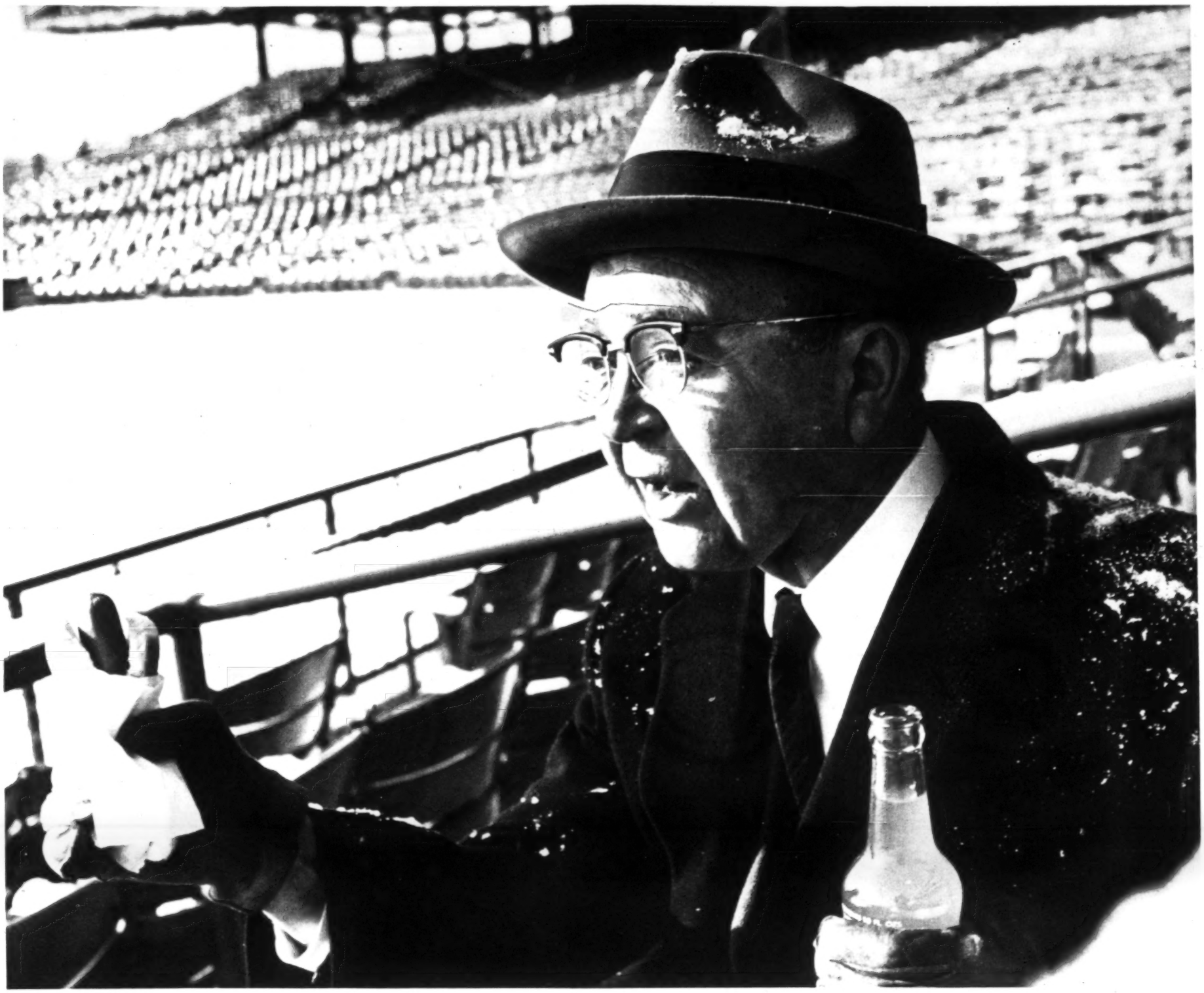
MEN	WOMEN
95%	98%

FOR SATURATION in the total Buffalo Market, use the Sunday Courier-Express.

FOR CONCENTRATION among families with more dollars to spend, use the Morning (Daily) Courier-Express.

Courier EXPRESS
ROP COLOR
7 DAYS
Represented Nationally by Newspaper Marketing Associates
Scolaro, Meeker & Scott Div. New York, Chicago, Philadelphia, Detroit
Doyle & Hawley Division Los Angeles and San Francisco

BUFFALO COURIER-EXPRESS
Western New York's Greatest Newspaper



What makes a newspaper great?

A raw wind whistles through the decks of Metropolitan Stadium, but Charles Johnson has his dream to keep him warm. Snow powders the empty bleachers, but what's the difference to a man who's walking on air?

With spring and the stirring cry "Play ball!" Mr. Johnson's dream comes true. Major League baseball arrives in the Twin Cities of Minneapolis and St. Paul April 21. (And major league football, with the NFL's Minnesota Vikings in September, 1961.)

Few individuals have worked harder, longer or more devotedly to help bring Big League baseball to the Twin Cities than this sports editor of the Minneapolis Star and the Minneapolis Tribune. Several seasons ago, Johnson, among other civic leaders, sparked the area-wide drive to build this new $4.5 million triple-decked 23,300-seat ballpark, and he's keeping a fatherly eye on construction that will double the Stadium's capacity, giving the new Minnesota Twins a glittering modern Temple of Swat as fine as any.

Long experienced in providing outstanding sports coverage to the 3⅓ state Upper Midwest, Johnson & Co. are already superbly equipped to add *local* Big League coverage, with "Charlie" himself as chief baseball reporter, to their long list of big league reporting accomplishments.

Reporting to Upper Midwesterners the good news about their continuing growth is the pleasant task of the Minneapolis Star and Tribune, helping to maintain their top-ranking batting average among readers throughout the Upper Midwest.

MINNEAPOLIS **STAR** EVENING

Minneapolis **Tribune** MORNING & SUNDAY

525,000 COMBINED DAILY • **655,000 SUNDAY**

JOHN COWLES, *President*

Copyright, 1961, Minneapolis Star and Tribune Co.

If you're a pro—and proud of it—you get deep personal satisfaction in businesspaper advertising. You know you're doing man's work when you produce advertising that will make hard-headed businessmen sit up and take notice . . . in businesspapers.

Advertising in

as any advertising man

men who read

THE ASSOCIATED BUSINESS PUBLICATIONS • 205 EAST 42ND STREET, NEW YORK 17, NEW YORK • 201 NORTH WELLS STREET, CHICAGO 6, ILLINOIS • 1004 NATIONAL PRESS BUILDING,

Advertising Manager, Detroit Corporation . . . Photo on location by Arnold Newman

businesspapers means business

who knows his business will tell you — *because*

businesspapers mean business

WASHINGTON, D. C./**GOOD BUSINESS ADVERTISING WORKS BEST IN A GOOD BUSINESSPAPER—AN ABC-AUDITED, BOUGHT-AND-PAID-FOR ABP PAPER**

DeLone Joins Stern

Frank X. DeLone, previously eastern advertising manager of *Woman's Day*, New York, has been named assistant to the president of Edward Stern & Co., Philadelphia and New York printing company.

St. Laurent Heads Rothmans

Louis St. Laurent has been elected chairman of the board of Rothmans of Pall Mall Canada Ltd. Mr. St. Laurent was Prime Minister of Canada from 1948 until 1957.

Professional distribution is indicated for any business film that is produced for general public audiences.

The professional distributor, Modern Talking Picture Service, is in business because it serves both sponsor and audience — and serves them well.

Why don't you find out what professional distribution of your business film can do for you. Ask

Modern Talking Picture Service, Inc.
3 East 54 Street, New York 22, N. Y.

offices in 30 major U.S. cities

Brand X Banned in Detergent Ads on TV in Britain

(*Continued from Page 3*)

differences between many of the products of this highly competitive industry.

"The great variety of conditions in which products are used in the home makes conclusive substantiation of claims for supremacy of one product over others almost impossible. In these circumstances it is felt that the best course is to withdraw from the advertising the element of precise factual comparison between products."

The new ruling will therefore hit such advertisers as Rinso, which uses commercials showing two little girls walking down the street, one in a dress much whiter than the other, or two men, one of whom is wearing a whiter shirt.

It will also hit at Daz advertising, which uses filmed commercials where members of the public are asked to choose between two piles of washing—one washed in Daz and the other in "another well-known washing product—Brand X."

■ An ITA spokesman explained: "The new ruling does not stop an advertiser from saying that his particular brand is better.

"But he must not say that *only* his brand washes white or that *only* his brand washes the whitest and best of all."

Leading advertisers in the detergent and soap powder fields contribute a big part of the revenue on commercial television. They spend about $30,000,000 in tv every year and invariably are the biggest spending group of advertisers.

■ The advertisers were "shocked" by the decision:

• Thomas Hedley & Co., British subsidiary of Procter & Gamble, maker of Tide, Daz, Oxydol and Fairy Snow, said: "We believe that these new rules, which discriminate against one industry, will be found to operate against the best interests of the consuming public."

• Unilever, maker of Surf, Omo, Persil, Rinso and Lux, immediately arranged a meeting with program contractors. "We want to know what this will mean in practice," said a Unilever spokesman.

■ Most of the existing commercials on television will have to be withdrawn in the next few months and replaced by new ones.

Hedley estimated it would take six months and involve about 50 people for each product affected. This includes technicians and administrators, as well as those on the creative side.

Unilever, of course, faces similar problems. There may well be a race between the two giants to get their new commercials on the air first.

Hedley came out with a long statement entitled: "Statement on Television Advertising of Washing Products in Free Competition." This pointed out that competition is the "essence of a free economy" and that there can be no competition without competitors.

"Such competition cannot be effective unless the makers and purveyors are able to present to prospective purchasers the valid merits of their products relative to one another."

■ One advertising account executive said:

"The trouble is, whenever advertising is criticized it is always the detergent ads that are singled out.

"This isn't because there is anything unscrupulous or unethical about these ads. It is simply that the sheer volume of advertising for detergents, especially on television, is greater than that of any other product group.

"They seem to get on people's nerves because of their constant repetition.

"If anyone is going to be touchy about ethics, there is plenty of dirtier washing to hang on the line than these detergent ads."

■ A spokesman for the Incorporated Society of British Advertisers said: "If a manufacturer improves his product so that it is superior to that of his competitors, there is no reason why he should not be allowed to prove it—provided he doesn't name his competitors.

"This is not the same as 'knocking copy'." #

Dralle Matham Dellow Dembski

AWARD WINNERS—*Reg Dellow, president of the Chicago Agency Media Group, presents awards to winners of the group's second annual media representatives awards. Among the winners are Ralph D. Dralle, Farm Journal, winner in the general, consumer or farm publications category; Howell Malham, John Blair & Co., winner in the radio and television category; and Gregory Dembski, Scripps-Howard, winner in the newspaper and newspaper supplements category. Not in the picture is William D'Alexander, Steel, winner in the business publications category.*

Lunch Coupons Ltd. Names Muter, Culiner

TORONTO, March 7—Muter, Culiner, Frankfurter & Gould and its public relations subsidiary, the Public Relations Board of Canada, have been named to handle the account of Lunch Coupons Ltd., Toronto, a new company.

Lunch Coupons, of which Douglas Fairbanks is chairman of the board, is similar in operation to an English company, Luncheon Vouchers, which sells to employers coupons in various denominations for distribution to their employes, who use the coupons as they would money in restaurants of their choice.

The Canadian company expects to begin operations in the U. S., France and Australia within the next few months. An extensive advertising campaign in Canadian newspapers and business papers will be launched shortly. An advertising budget estimate is not available. #

Union Carbide Promotes Silicones in 7 Magazines

The silicones division of Union Carbide Corp., New York, is promoting the use of silicones via a new "technical newsletter" advertising campaign scheduled in seven trade magazines.

The ads, prepared as a continuing series of "studies in silicones," are planned to suggest ways in which the man-made chemical can be adapted to new applications by the product or design engineer. The schedule runs through 1961 and includes *Aviation Week*, *Chemical Week*, *Insulation*, *Materials in Design Engineering*, *Machine Design*, *Automotive Industries* and *Appliance Manufacturer*. J. M. Mathes Inc. is the agency.

CCI, Marplan Units to Move

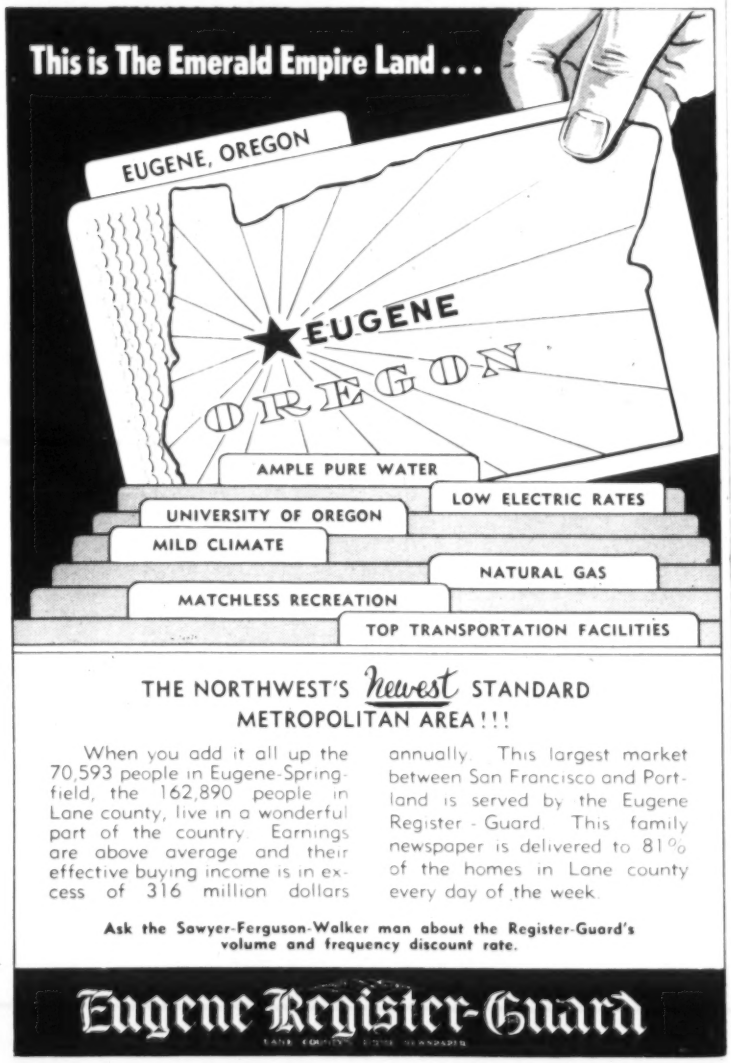
The Los Angeles offices of the Communications Counselors Inc., and Marplan divisions of Communications Affiliates, a division of McCann-Erickson, will move to new offices at 3460 Wilshire Blvd. on April 1.

Trilsch Elected Club Governor

Louis A. Trilsch, of *Glamour*, has been elected governor of the Lantern Club of Boston, magazine representatives' organization. At the same time, Michael J. Hueston, of *The Saturday Evening Post*, has been elected secretary-treasurer.

Thompson & Clark Adds One

Thompson & Clark Co., San Francisco and Hollywood, has been appointed West Coast representative of *Industrial Electronics*, White Plains, N. Y.



THE NORTHWEST'S *newest* STANDARD METROPOLITAN AREA!!!

When you add it all up the 70,593 people in Eugene-Springfield, the 162,890 people in Lane county, live in a wonderful part of the country. Earnings are above average and their effective buying income is in excess of 316 million dollars annually. This largest market between San Francisco and Portland is served by the Eugene Register-Guard. This family newspaper is delivered to 81% of the homes in Lane county every day of the week.

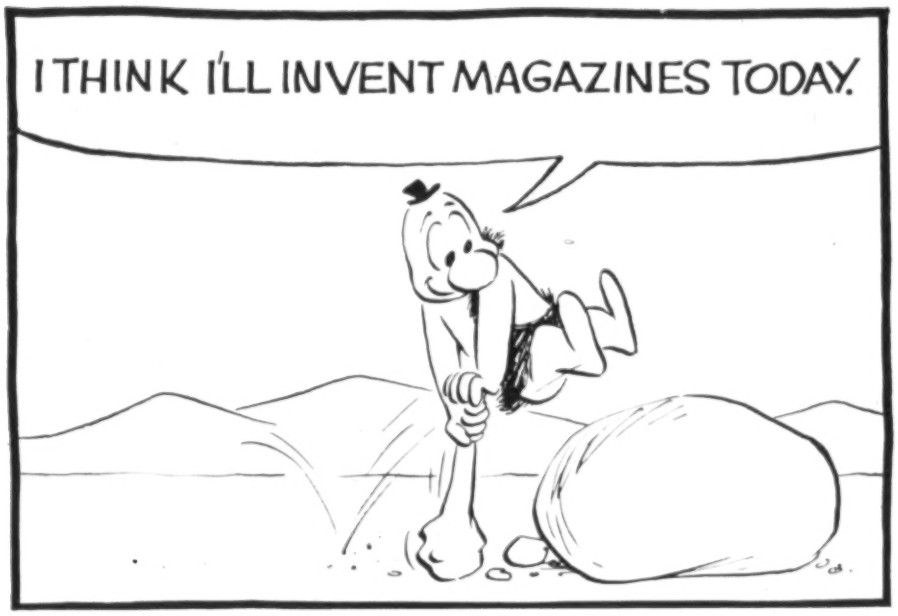
Ask the Sawyer-Ferguson-Walker man about the Register-Guard's volume and frequency discount rate.

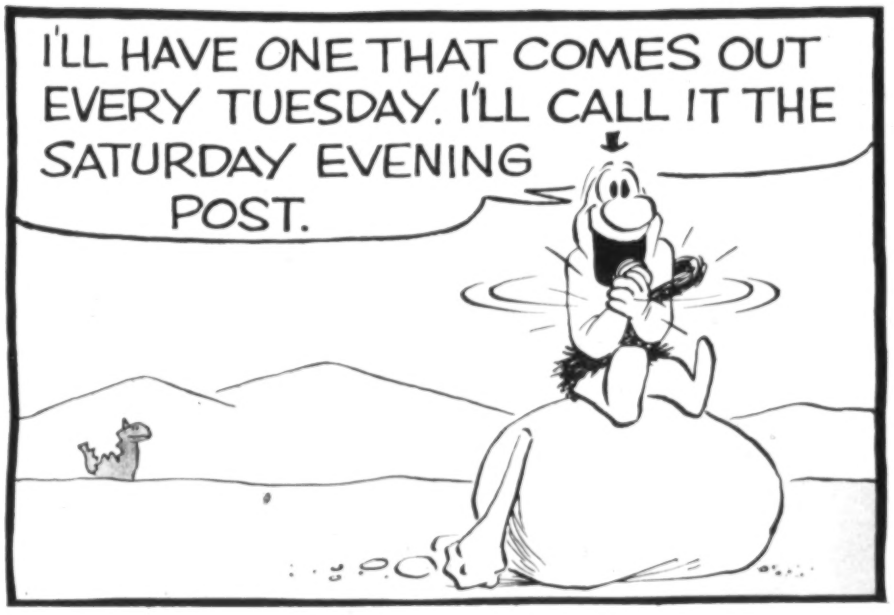
Eugene Register-Guard

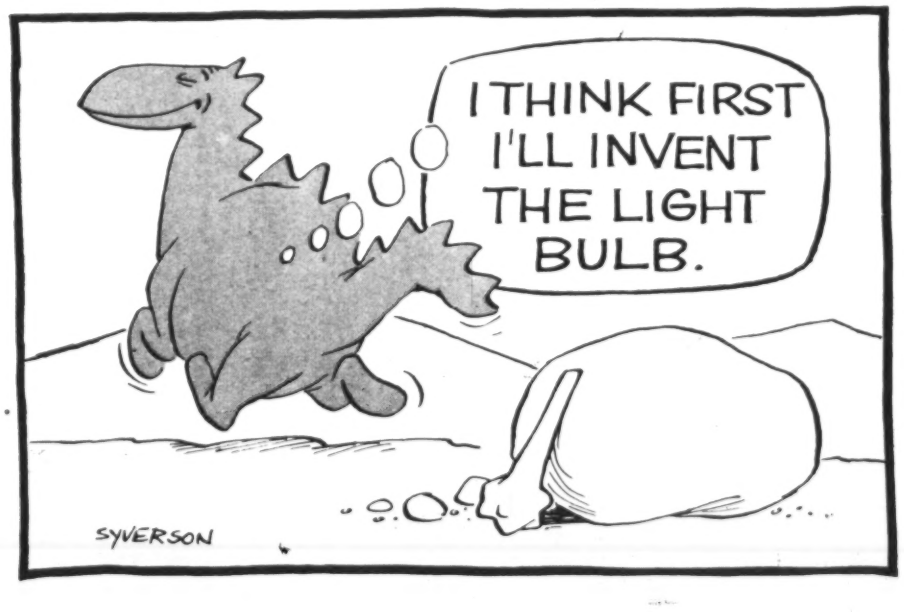
HAVE YOU SEEN THIS AD SOMEWHERE BEFORE?

Sure you did. You saw our prehistoric friend on page 7. We ran this ad twice to get one point across: millions of readers see your ad page twice in a single issue of The Saturday Evening Post. (There's no extra charge for the extra chance to sell.) And the new Rochester Study indicates that two exposures of an ad page in a single issue of the Post have twice the effect of one on the reader's *willingness to buy your brand.*

No other magazine in the general weekly field gives you as many selling opportunities as The Saturday Evening Post. That's why your advertising in the Post hits harder. Sticks longer. Sells better.







Post readers have money. (The highest median income in the general weekly field.) And Post advertisers get the time to sell them. (Your ad page gets millions of repeat exposures in the Post—300 for every 1,000 readers. And the new Rochester Study indicates that two exposures of an ad page in a single issue of the Post have twice the effect of one on the reader's willingness to buy your brand.) The result of money plus time is sales! Ask Sylvania. (One ad . . . one time in the Post . . . one million dollars in sales.) Ask Scott. (Biggest sales drive in ScotTowel history.) Ask Chun King. Ask Aluminium Limited. Ask Cluett, Peabody. No question about it. The number-one magazine for reading is your number-one magazine for selling!

A CURTIS MAGAZINE

THE SATURDAY EVENING

POST

THE INFLUENTIALS' MAGAZINE

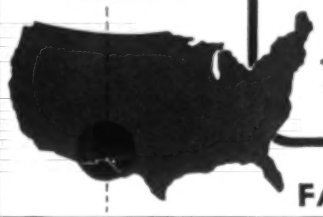
2 **Separate Newspapers**

The El Paso Times Morning and Sunday

El Paso Herald-Post Evening

1

NOW . . . BUY A **KING SIZE MARKET**



EL PASO

The hub of the nation's largest trade territory.

AUTOMOTIVE SALES

$170,737,000*

*Sales Management Survey of Buying Power

SERVING A 24 COUNTY AREA OF WEST TEXAS AND SOUTHERN NEW MEXICO

BLANKETING THE **FABULOUS SOUTHWEST**

LOW RATE BUYS BOTH

CIRCULATION **105,739**

AD AWARD—*Ray P. Dinsmore (left), vp of research and development for Goodyear Tire & Rubber Co., accepts a plaque honoring Goodyear for "outstanding service in advertising San Angelo" during 1960. Making the award for the Advertising Club of San Angelo is Mark Cooper, pr director, General Telephone Co.*

One does it

Heating, Piping & Air Conditioning serves all the factors you must reach in the industrial-big building field

Concentrate in this BASIC book which concentrates in your specific field. No stretching of editorial coverage, no dilution of circulation . . . HEATING, PIPING & AIR CONDITIONING confines itself to the services for which it is named in the industrial-big building market only.

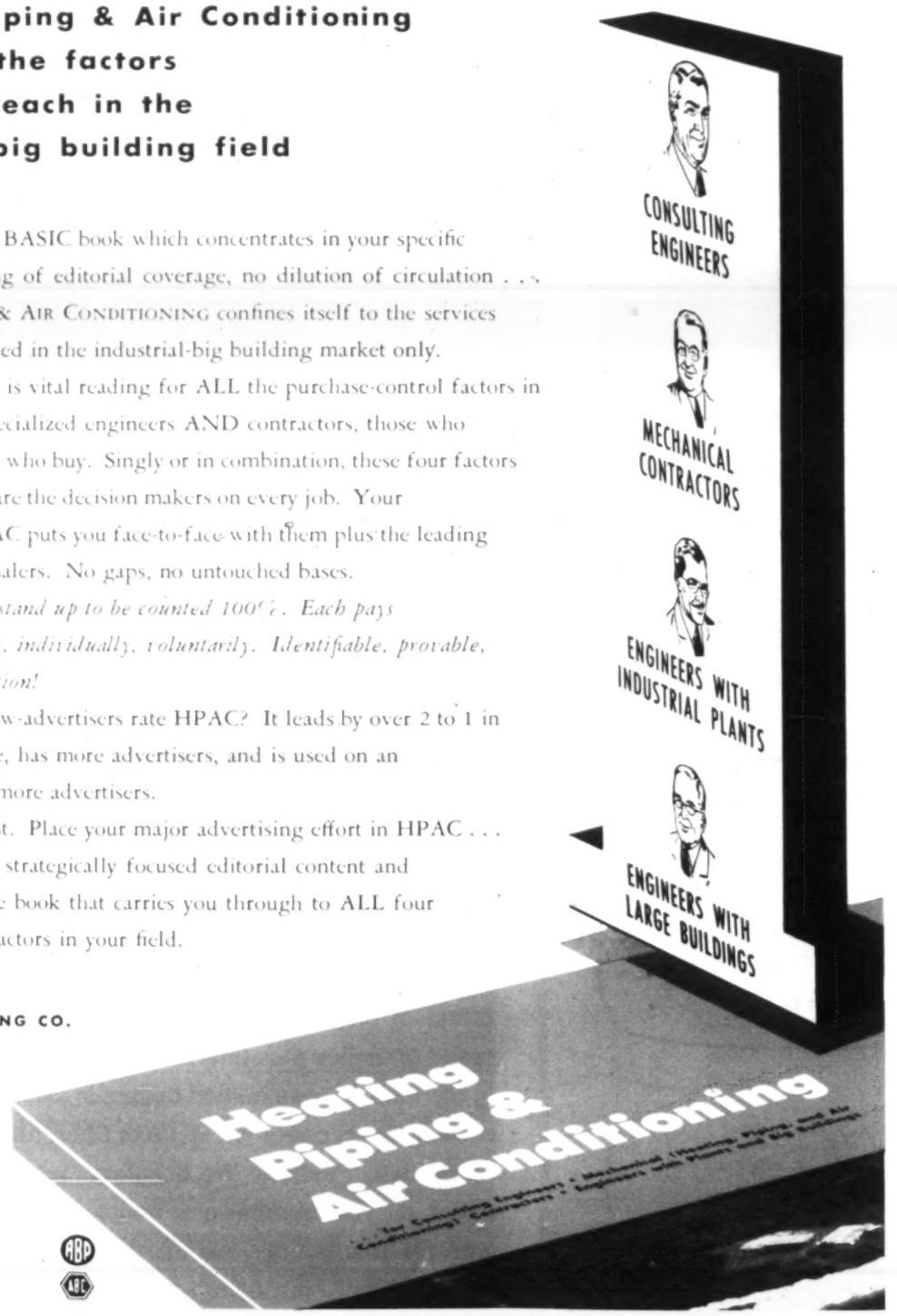
As a result, HPAC is vital reading for ALL the purchase-control factors in this field — the specialized engineers AND contractors, those who specify AND those who buy. Singly or in combination, these four factors (shown on right) are the decision makers on every job. Your advertising in HPAC puts you face-to-face with them plus the leading OEM's and wholesalers. No gaps, no untouched bases.

And these readers stand up to be counted 100%. Each pays for HPAC directly, individually, voluntarily. Identifiable, provable, responsible circulation!

How do your fellow-advertisers rate HPAC? It leads by over 2 to 1 in advertising volume, has more advertisers, and is used on an exclusive basis by more advertisers.

Put first things first. Place your major advertising effort in HPAC . . . the book with the strategically focused editorial content and circulation . . . the book that carries you through to ALL four purchase-control factors in your field.

KEENEY PUBLISHING CO.
6 N. Michigan
Chicago 2,



ABP ABC

Blair-TV Promotes Denninger, 6 Others

NEW YORK, March 8—Several sales executive appointments were made this week by Blair-TV.

Jack Denninger, vp and eastern sales manager of the station representative company since 1955, was named general sales manager. In this new post, he will head the sales plans group, concentrating on sales problems at agency and station levels.

Harry Smart, vp and manager of the Chicago office, was given broadened responsibilities as manager of midwest operations. Mr. Smart will be included in the sales plan group, as will be Frank Martin and Jack Fritz, who have been named sales managers for eastern and western stations respectively. Both men are veteran Blair salesmen.

Harry Smart

Jack Denninger

Another salesman, Ralph Allrud, was appointed director of project development. He will give special attention to advertiser contacts. His department will work on special events programming and will seek to foster broader use of Blair's test market plan.

■ The sixth appointment was that of Otto Ohland as director of sales systems. Mr. Ohland's appointment is a recognition of the work he has done, while a member of the sales staff, to set up a system for handling traffic and availability forms and procedures. #

Akerson Elected Director of Herald-Traveler Corp.

George E. Akerson, assistant publisher and advertising director, has been elected a director of Boston Herald-Traveler Corp. He replaces Carl J. Gilbert, who has resigned.

Big Ora-Jel Push Slated

Commerce Drug Co., New York, has announced plans for the largest advertising program in its history for Ora-Jel, a remedy for toothache, teething pain and denture irritation. The company said it will be using 278 newspapers in 200 markets and 15 national magazines. Kenneth Rader Co., New York, is the agency.

Now's the time for the PANTS TRICK!

IT'S EASY to call a meeting "to consider a course of action." It's easy to appoint a committee "to study the basic problem." And nothing's easier than turning out a report filled with "recommendations."

But when all the studying and the recommending and the discussing are over, someone along the line has to do the Pants Trick. Someone has to get off the seat of his pants and do something about it.

And now's the time. From our close association with thousands of Chicago firms, we know many who are trying this trick with remarkable success. By offering a good value at a good price, they are getting exceptional response from customers.

Here are some typical cases you won't find mentioned in the reports coming out of Washington:

Polk Bros. carpeting ad in last Sunday's Chicago Tribune turned out the crowds. "We closed the doors at six o'clock—but were still making sales hours later to the scores who stayed in the store!" • Surety Development Co. sold a half million dollars worth of homes over one week-end with a single color ad in the Saturday Chicago Tribune • Dubuque Packing Co. quadrupled its share of the market here for canned hams following two Chicago Tribune color pages! • Goldblatt's 16-page roto section on Feb. 5 produced "terrific response." In dinette sets, average unit sale was $70.00!

Here at the Chicago Tribune, the Pants Trick is a time-tested fact. We heartily recommend it.

There's not much shine on the seat of our gray flannels, for we know that business will be as good as we make it. That's why we've expanded our advertising sales force and increased our advertising budget.

We're using the Pants Trick here at the Chicago Tribune—and we're shooting for another record year. Now's the time to pour it on! We'd be pleased to have you join us.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

★ THE DENVER

The Voice of the Rocky Mountain Empire

Denver, Colo.—Climate Capital of the World

Vol. 69, No. 205

HIS JOB—FILL THE HALL!
William H. Miller, American Legion National Convention director, studies Auditorium Arena's empty seats.

24 STORIES HIGH

Skyscraper Way Cleared

The way has been cleared for construction of another skyscraper in downtown Denver.

The Denver zoning administration has given the green light for erection of the 24-story Western Federal Savings Bldg. at 17th and California Sts.

Final plans are being completed for floor-by-floor approval by City Building Dept. officials.

A barricade has been erected and demolition is under way on the California Bldg. and Embassy Hotel, which now occupy the site.

The contract for demolition of the old building was awarded to Barnett Co.

Destruction of the seven-story California Bldg. is one of the largest razing jobs in

Denver Is Gaining as Retail Hub

Oil Output Increases In Rockies

There was good news Saturday from Colorado's oil and gas industry.

The Rocky Mountain Oil and Gas Assn. reported an increase in crude oil production, gains in natural gas flow and the continued growth of Denver as a major oil city.

Crude oil production increased during 1960, reversing a downward trend that began in 1956. The state's oil wells produced at an average rate of 130,000 barrels a day, compared to 127,255 daily in 1959.

Over-all productinon was 47.5 million barrels, compared with 46.5 million in 1959. The 1960 total, however, was below 1958 production of 48.5 milion barrels.

The association said biggest reason for the increase was the launching of major secondary recovery projects at

25,000 DENVER VISITORS

Legion Sets Convention

By WILLARD HASELBUSH
Denver Post Business News Editor

Some 25,000 visitors from all over Americ flood into Denver immediately after Labor Da year to spend an estimated $7 million in a s period on hotel rooms, meals, drinks, entertain presents and a host of miscellaneous things will make every cash register in the city rin

The visitors will be delegates to the 43d national convention of the American Legion ver's biggest single convention bonanza of 196

An organized army ers already has swung tion on the fantastically job of insuring in adv every detail of the hu tion clicks into place a er moment.

In charge of arrang the Sept. 9-14 conven liam H. Miller, natio tion director of the Legion for the last fiv

Good Year In Business Predicted

Sixty leading bankers in Colorado and six other states of the region agree 1961 will for business.

POST

HOME EDITION

5 Cents, 64 Pages

City Area Building Pace Gains

24 Pct. Ahead of Year Ago

New construction in the five-county Denver metropolitan area shot 24.7 pct. ahead of year-ago figures during January.

Figures released Wednesday by Lloyd Hughes, new president of Title Guaranty Co., showed that the dollar value of new mortgage loans—a building barometer—hit $40,086,700 during the first month of 1961 for Denver, Adams, Arapahoe, Boulder and Jefferson counties.

That compares with $32,269,106 in January, 1960.

The number of new loans, both residential and commercial, was up from 2,406 in January last year to 2,818 this January.

Boulder County, added to the metropolitan area in the 1960 census, was the leader in the new construction surge.

Its dollar value was $4,85[illegible] this January, for a 6[illegible] over the $2,977,[illegible] 1960.

Arapaho[illegible] 475 in ne[illegible] a gain o[illegible] Jefferso[illegible] from $6.[illegible] $8,136,304.

Denver Co[illegible] crease in dol[illegible] pct., with a total[illegible] The gain in Adams C[illegible] 4.1 pct., for a total of $5.40[illegible]

Biggest mortgage lender in the area in January was Mortgage Investments Co., which made 131 new loans for a total of $1,861,425.

'61 Show

Sales Rise 16 Pct. In Denver Stores

Department stores sales in Denver last week surged upward for a 16 pct. gain over corresponding 1960 dollar volume.

The Kansas City Federal Reserve Bank, which compiles store sales statistics throughout the 10th Federal Reserve District, reported the figures Friday through its Denver branch.

For the first five weeks of the year, the period ending Feb. 4, sales here were a strong 9 pct. ahead of the like period last year.

Lincoln reported a 14 pct. gain last week, Albuquerque 11 pct., Kansas City, 9 pct., Topeka 8 pct. and St. Joseph 7 pct.

The district includes Colorado, Wyoming, Nebraska, Kansas, most of Oklahoma and portions of New Mexico and Missouri.

UNDEPRESSED CITY

Job Increase In Denver Area

jobs [illegible] peak of 524,[illegible] then slipped to a [illegible] around 518,000 for November and December.

In the Denver area during the year, the number of employed persons rose steadily from 315,500 in January to a peak of 335,[illegible] number de-

be a good year for [illegible]

They spell out their views in the current issue of Bank News Magazine, regional bankers' journal published in Kansas City.

[illegible] in the optimistic

sell the

GROWTH MARKET

of the West

through

one of America's

great newspapers

Editor and Publisher: PALMER HOYT
Represented Nationally by:
MOLONEY, REGAN & SCHMITT, INC.

CIRCULATION

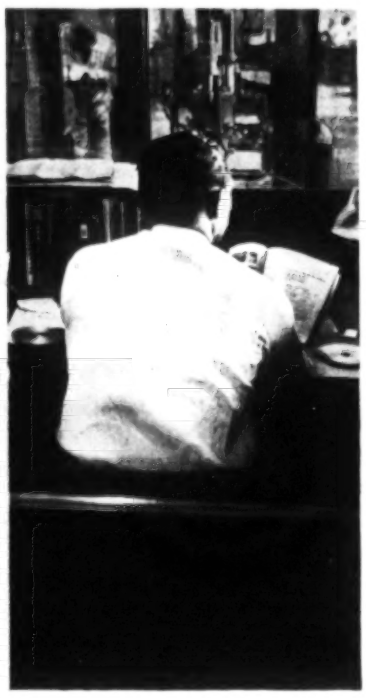
Daily	262,462
Sunday	340,096
Empire Magazine and Comics	360,334

A. B. C. Publisher's Statement *September 30, 1960*

few papers anywhere cover their home city and trade area as effectively as the Denver Post

All stories in this advertisement are reproductions of news items which appeared in regular issues of THE DENVER POST.

Few men are willing to turn their backs on anything they pay for. McGraw-Hill publications are selected and bought by over one million key men in business and industry who want the best in editorial service.



Why is it that few men will turn their backs on business publications they pay for?

Any way you answer that question, you have to recognize one fact: a man isn't likely to pay for a subscription to a business publication unless he *wants* to read it.

As long as it matches his job interests, serves his needs, helps him solve his problems and compels his continuing attention—that publication will usually be read.

This is a direct and continuing challenge to our editors. Every subscriber has the option of deciding on the values our editorial services hold for him. He casts a cash ballot for or against, not only when he first subscribes but every time his subscription comes up for renewal.

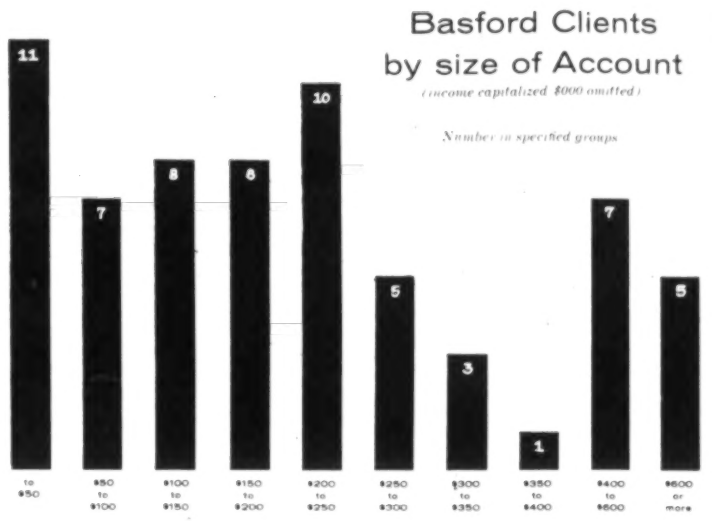
That's one of the main reasons why we believe the true measure of any publication's worth is the number of people who want to read it. To us, it's the most accurate and efficient way to attract and hold the more active buying influences in the fields we serve.

Both the quantity and quality of McGraw-Hill subscribers are validated by the Audit Bureau of Circulations in a regular audit of paid transactions.

If you are an advertiser, this means that the men you want to reach are literally paying to reach you . . . in the McGraw-Hill publications to which they subscribe.

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING CO., INC.
330 WEST 42nd STREET, NEW YORK 36



SCORECARD—*G. M. Basford Co., New York, billing $16,380,000 in business and industrial accounts, plans to move into areas "where large consumer agencies now operate" (AA, March 6) and boost billings this year by 10%. Here is how Basford clients now shape up by billings bracket.*

National Ads Won't Keep Price-Squeezed Grocer from Going to Private Labels: Rabb

NEW YORK, March 7—"There are still some very important processors and manufacturers who continue to abide by the outmoded belief that the retailer's interest may be disregarded so long as national advertising can create consumer demand for their products.

"Unless these products have some very unique attributes, I do not see how they can escape competition from private labels."

So said Sidney R. Rabb, chairman of the board of Stop & Shop, New England supermarket chain, in a talk today before the Sales Executives Club of New York.

He also discussed his company's continuing interest in non-foods and its growing interest in discount operations.

■ Stop & Shop recently completed preliminary arrangements to acquire the Bradlee discount store chain, which it will operate as a wholly owned subsidiary. Five Bradlee units are in shopping centers in which there is also a Stop & Shop store.

Mr. Rabb said his chain is like most supermarket operators with respect to private labels. "We analyze the various items and brands which we sell. When an item does not earn its keep, we don't want it. So we try to replace it with one that gives the customer and us a better break," he said.

"When a national brand supplier chooses to disregard our need for a fair profit on his item, we try to secure a high quality private brand to compete effectively with his item. And, I do not hesitate to add, we seem to be able to do this successfully in many instances.

"Customers who trade in supermarkets have learned that private labels featured in these stores are good values and meet standards of quality that satisfy. These are the facts of life, and at Stop & Shop we are guided by them."

Mr. Rabb said manufacturers who have corrected "inequitable situations" have thereby arrested "the downward trend of their products in our stores."

■ While never forgetting that "we are first and always basically in the food business," Mr. Rabb noted that his company is undergoing constant change. Only one of the 425 service stores which the company operated in 1935 is still in existence. The rest have been replaced by some 120 self-service supermarkets—now doing about 17 times the 1935 sales volume.

The most discussed subject today, Mr. Rabb said, is "the future of non-foods in supermarkets." Fast-moving non-food lines "have been reasonably satisfactory additions to our product mix," and "in certain strategic locations it was advantageous to us to have a discount department store near our supermarket."

He said that since many supermarket operators are courting discount department stores, some discounters are seeking special inducements, particularly in rentals at shopping centers.

■ "We are not interested in holding umbrellas for anyone," Mr. Rabb stated. "In choosing a discount house neighbor, we want one which is among the best in the field.

"We intend to continue our policy of taking supermarket locations in shopping centers with well-managed discount houses, operated by other companies. However, we also expect to open additional Bradlee units in conjunction with some of our new supermarket developments."

Mr. Rabb said he feels the discount store-supermarket combination is "a natural evolution in retailing." He added that one thing is certain: "The neighborly relationship between discount stores and supermarkets, whether within the same building or in adjacent buildings, is here to stay." #

Toledo Adclub Names Conyers 'Adwoman of Year'

Marjorie Conyers, partner in Edelstein & Conyers, Toledo, has been voted Advertising Woman of the Year by the Women's Advertising Club of Toledo.

In the publication division of the company, Mrs. Conyers is editor and publisher of a newspaper especially for women, the *Toledo Percolator*, which was introduced last August. She is also editor of the *Toledo Jewish News*.

Pfizer Names Vevoda

Joseph A. Vevoda Jr. has been appointed hospital marketing manager for the Pfizer Laboratories division of Chas. Pfizer & Co., New York. He was previously in San Francisco as Pacific regional hospital manager of Pfizer.

IT'S
BACON'S
for
COMPLETE COVERAGE
of
MAGAZINES!

BACON'S CLIPPING BUREAU
14 E. Jackson Blvd.
Chicago 4, Illinois
WAbash 2-8419

● There's only one way to get **complete** and **reliable** clipping coverage of magazines. BACON'S is the specialist in magazines. 25 years experience has built a complete list and unmatched methods for clipping accuracy. BACON'S is a must!
Ask for Bulletin 59

OUR READING LIST
Published as complete publicity directory.
BACON'S PUBLICITY CHECKER
—now with quarterly revisions. 100% accurate. 352 p.p. —$25.00. Send for your copy today!

WTRF-TV STORY BOARD

T. R. Effic!

OVERHEARD: "He's out to lunch now, but he won't be gone long. Nobody took him."
Wheeling wtrf-tv

PONDERING: Would you rather be filthy rich or immaculately poor?
wtrf-tv Wheeling

SECRETARY GEN: "I believe he knows every dirty, nasty and filthy song ever written." Her office chum Kathy asked, "Does he sing those songs around you?" "No," said Gen "BUT he whistles them!"
Wheeling wtrf-tv

AMERICAN MOTORISTS can park on a dime and we have parking meters to prove it.
wtrf-tv Wheeling

ALERT ADVERTISERS know they will get results when they schedule spots on WTRF-TV . . . and we have the result stories to prove it. Ask our rep, George P. Hollingbery Company.
Wheeling wtrf-tv

NEWLYWED: "Is married life one grand sweet song?"

OLDTIMER: "Well, after the baby is born, it's more like an opera. Full of grand marches, loud calls for the author every night, and always a full house."
wtrf-tv Wheeling

SALES MANAGER Need Smith says: "Some gals are discreet, up to a pint."
Wheeling wtrf-tv

A MOVIE so old that General Custer was played by General Custer? And Sitting Bull was young enough to stand?
wtrf-tv Wheeling

CHANNEL SEVEN NBC WHEELING, WEST VIRGINIA

JACKSON NOW RANKED 84TH IN NATION!

Jackson rose from 111th spot among the nation's centers of population to 84th, since the previous census. As a unit, Jackson and the 16-county trade area ranks 7th in gross farm income, too! . . . a market well worth cultivating, particularly when you find the spending ratio is 4 out of 5 income dollars compared with U.S. average 2 out of 3.

You can get your share of growing sales from a growing, spending market from advertising in Mississippi's leading newspapers —the Clarion Ledger and Jackson Daily News.

THE CLARION ★ LEDGER AND JACKSON DAILY ★ NEWS
Jackson, Mississippi
Mississippi's First Newspapers • Represented by the Katz Agency, Inc.
Co-Owners WJTV (TV) WSLI (Radio)

START WITH GOES LITHOGRAPHED BORDERED BLANKS

PRODUCED IN 2 OR 3 COLORS . . . COPYRIGHTED DESIGNS . . . OVER 1683 DESIGNS TO CHOOSE FROM

ADD YOUR COPY for OVERPRINT

IN ONE COLOR

RESULT HIGH QUALITY, LOW COST COLORFUL

COUPONS
GUARANTEES
WARRANTIES
AWARDS
CERTIFICATES
FUND VOUCHERS
ENCLOSURES
DIRECT MAIL RESULT PULLERS
INSTRUCTION CERTIFICATES
INSPECTION CERTIFICATES
MEMBERSHIP CERTIFICATES
ORDER FORMS

Your printer can show you the many Goes Lithographed Bordered Blanks to fit your every need.

Goes LITHOGRAPHING COMPANY
42 WEST 61st ST.
CHICAGO 21

Quinn Joins RKO General as National Sales Director

Don Quinn, formerly spot sales vp of National Telefilm Associates, has been named national sales director for RKO General. As head of the national sales staff for the RKO radio and television stations, he takes over the duties that were assigned to Robert J. McNamara last December. Mr. McNamara will transfer back to the RKO general headquarters staff. In December, RKO moved the national sales managers from its stations' home cities into the company's New York office to function as a central sales organization.

Hathaway Watson, vp in charge of broadcasting for RKO General, said the company wants to work at developing a closer relationship with major national advertisers for whom specific projects and programs will be planned. He said there are no plans to quit the reps in favor of self-representation.

Plymouth Drive Seeks Fleet Sales

DETROIT, March 7—Plymouth division is using a series of special ads in a spring campaign to nail down a piece of a highly profitable specialty market—fleet sales. A goodly share of the current campaign is aimed at a particular segment of the fleet market, the municipal and state business.

The b&w series began last month and will run through April in a group of specialty magazines including *Taxi Weekly*, *American City* and *Law & Order*. All of the ads stress adaptability of Plymouth (or Valiant) cars to the heavy-duty needs of fleet operation.

THE LOW-PRICE COMPACT THAT LOOKS AND DRIVES LIKE TWICE THE PRICE!
HIGH, WIDE & HANDSOME INSIDE— VALIANT'S A HACK WITH BIG CAR RIDE !
TAXI
A CHRYSLER-ENGINEERED PRODUCT
61 Valiant!

Plymouth currently is taking about one-third of the 75,000-unit municipal fleet business.

One group of police car ads is appearing in *American City* and *Law & Order* for March; taxi ads are running in *American Taxicab Assn. News*, *Taxicab Industry-Auto Rental News*, and *Taxi Weekly*.

A third group of ads, aimed at general fleet business, is running in *Business Week*, *Commercial Car Journal* and *Fleet Owner*, *Fortune* and *Sales Management*.

N. W. Ayer & Son is the agency. #

VeneVision Gets Off to Big Start with Y&R Buy

VeneVision S.A., a new Venezuelan television network, has begun operations with a block of ABC-TV shows sold to a number of leading American advertisers. American Broadcasting-Paramount Theatres, which owns a minority interest in the network, reported that nearly $500,000 of advertising time has been sold for "Nightbreak," an hour-long Monday-through Friday (8:30-9:30 p.m.) programming block including such shows as "77 Sunset Strip," "Maverick" and "Cheyenne."

Top buyer is Young & Rubicam, which bought "Nightbreak" for seven clients: General Foods, Bristol-Myers, Procter & Gamble, Johnson & Johnson, Chrysler, S. C. Johnson and Dorothy Gray.

Chicago Women's Adclub Co-sponsors Careers Meeting

The Women's Advertising Club of Chicago will co-sponsor with four other groups "Careers for Women," a program designed for counselors in the Chicago and suburban junior and senior high schools, March 18 in the Prudential Bldg. The other sponsors are the Chicago & Illinois Restaurant Assn., Chicago Home Economists in Business, Health Careers Council of Illinois and the Illinois Home Economics Assn.

Gore Adds One; Boosts Hanna

Vittori Ltd., importer of Italian slacks, has appointed Chester Gore Co., New York, to handle its advertising. Chester Gore has named Loy Hanna, with the agency since 1957, a vp.

TODAY IN CANADA . . .

173,972 people*
will
read
THE WINNIPEG TRIBUNE

will they get your sales message?

In wealthy Manitoba, The Winnipeg Tribune does a *complete* selling job!

In Metropolitan Winnipeg alone, the 460,000 population brings home an annual personal disposable income of over $679,500,000—more than the combined total of Victoria, Windsor and Oshawa. Metropolitan Winnipeg's total retail purchases are over $507,700,000!

To penetrate hardest where your advertising dollar works hardest—to do a really effective selling job in Manitoba . . . always use The Winnipeg Tribune. It's the medium you need to reach and sell prosperous Manitoba!

Circulation 75,640 A.B.C. June 30, 1960

*15 years of age and over

You get action when you advertise in
THE WINNIPEG TRIBUNE
A Southam Newspaper

The Southam Newspapers are:

THE OTTAWA CITIZEN
THE HAMILTON SPECTATOR
THE WINNIPEG TRIBUNE
THE CALGARY HERALD
THE NORTH BAY NUGGET
THE EDMONTON JOURNAL
THE MEDICINE HAT NEWS
THE VANCOUVER PROVINCE
(Published for Pacific Press Ltd.)

REPRESENTED IN THE UNITED STATES BY: CRESMER & WOODWARD INC. (CAN. DIV.), NEW YORK, DETROIT, CHICAGO, SAN FRANCISCO, LOS ANGELES, ATLANTA

Mind if we stick our KNOWS into your business?

Business is good in our two-state area of Nebraska and Western Iowa and we'd like to point out why.

IN EMPLOYMENT
WE KNOW

. . . Omaha has remained one of 11 U. S. cities with a balanced labor market while national unemployment has been rising. One reason for this . . . a careful, natural balance between industry and agriculture.

IN CONSTRUCTION
WE KNOW

. . . 1961 promises to be a big year. Civil Works Contracts alone, to be awarded this spring, will total between 60 and 65 million dollars. Multi-million dollar housing projects are common in the area. Eleven million dollars in major projects has been awarded this year. Work is now under way on more than 150 million dollars worth of construction.

IN RETAIL SALES
WE KNOW

. . . new car retail sales, after four months of selling, are up 21 per cent in Douglas County. One major manufacturer reports sales up a full 55 per cent. Retail sales in Nebraska show an increase of 27 per cent to February 15. (Federal Reserve Report)

IN MEAT PRODUCTION
WE KNOW

. . . Omaha is the world's largest livestock market and meat-packing center . . . for the sixth consecutive year.

IN BANKING
WE KNOW

. . . checking account deposits in **all Nebraska banks** reporting to the Federal Reserve Bank in January averaged an increase of 16.8 per cent.

IN SUMMARY
WE KNOW

. . . buying power is here . . . $2.9 billion of it per year in our market. A majority of the "big spenders" read the Omaha World-Herald.

HERE'S WHAT THIS MEANS TO YOU . . .

The World-Herald serves an area that "naturally" maintains a balance between industry and agriculture. The result is a stabilizing effect and fewer ecomonic "ups and downs." The Omaha World-Herald is published in a "preferred" city according to the latest issue of Sales Management, and reaches a "preferred" market. We KNOW we can help you sell it.

Big Year for Home Builders; Job Situation Here Favorable
Some Unable to Find Help They Desire
4,000 Units, New Record, Is Likelihood
'Seldom Find Omaha Man Seeking Work'
Dennis Burrow
Employment at Peak Total for January
Construction Is Key to Situation Here
'Free Market' Built Omaha
Gilmore, Coffee Are Guests
$50,000,000 for Building
Much of Construction for Offu
Omaha Bank Accounts Up
Check Deposits Rise in 4 Other Cities
Cars Selling Briskly Here
21 Per Cent Increase in New Registrations

Omaha World-Herald

CIRCULATION		DISCOUNTS AVAILABLE
DAILY (less than 5% duplication)	250,113	up to 24%
SUNDAY ABC 3-31-60	261,701	

O'MARA & ORMSBEE, INC., National Representatives
New York • Chicago • Detroit • Los Angeles • San Francisco

Yes . . .
BUSINESS IS GOOD IN the WORLD-HERALD MARKET AREA

Is Your Advertising Budget to

Squeezed for profits as never before, top management today is scrutinizing the efficiency of every advertising dollar. The crucial question:

"Is our advertising investment working hard enough—and fast enough?"

WHICH PROBLEM IS YOURS?

1 Lagging sales and profits where you need them most, in the major markets where the biggest opportunity for profit exists.

2 Sluggish turnover—and loss of shelf space—with key food and drug retailers. Lack of acceptance by key buying committees for your new products and new promotions.

3 Failure of even highly rated network television shows to deliver a sufficient share of audience in major markets where multi-channel competition cuts down high national ratings.

4 Products trapped between the need for package display in full color and today's high cost-per-thousand for four-color reproduction.

With money tighter than ever, almost every advertising budget today is under fire from top management to produce profits faster.

With increased urgency, advertisers are searching for a marketing tool which—in itself—will answer profit problems like the ones listed above.

Such a marketing tool, if it exists, must provide all the following qualities:

- It must reach the largest possible family audience at the lowest possible cost. It must deliver this audience consistently, week after week.
- It must have maximum impact where population and sales are concentrated most heavily—today's "make-or-break" markets—yet it must provide broad national coverage, too.
- It must deliver its audience where the big retailers are located—the food and drug chains that dominate distribution today.
- It must command the respect of these retailers and their buying committees—the men whose decisions can make or break any brand.
- It must get through to the consumer and stimulate maximum response.
- It must deliver the big audiences of television—and yet avoid television's pitfalls:

  . . . Weakness in the biggest markets, caused by multi-channel competition.

  . . . Lack of continuity, due to television's high mortality rate.

  . . . An undesirable selling atmosphere, typified by violence and mediocrity.

  . . . Lack of availability on television's few really outstanding buys—even on a spot participation basis.
- Finally, it must allow four-color display of products and their packages at the lowest cost possible.

Today, a marketing tool does exist that possesses all the above qualities.

It is THIS WEEK Magazine—sharing the selling power and prestige of 43 great newspapers—growing stronger all the time—with a circulation that passed the 13,500,000 mark this month!

THIS WEEK Magazine—with proven acceptance by both key retailers and family "buying committees."

For proof that THIS WEEK Magazine is—

. . . unique in its ability to make your advertising investment work hardest and fastest

. . . unique in its ability to help you win control in the "make-or-break" markets

. . . and thus, unique in its ability to help you win the battle for profits—examine the facts on the opposite page!

This Week
MAGAZINE

THE MOST POWERFUL

Under Fire...
Produce Profits Faster?

Read what This Week can do for you right now— to help solve your profit problems!

1. THIS WEEK has the massive audience—more than 13,552,496 families week after week. Broad national coverage, yet with concentrated impact—beyond that of any other medium—in the major metropolitan areas where profit opportunity is greatest!

2. THIS WEEK reaches *more* homes in 43 "make-or-break" markets than the average half-hour "Top Ten" network television show.

3. THIS WEEK has the overwhelming acceptance of top retailers and their "buying committees"—the key retail executives whose decisions can make or break any product or any promotion today.

4. THIS WEEK, by far, gives you the lowest cost per thousand for both 4-color and black-and-white pages of any major weekly magazine—and the greatest *circulation impact* of any weekly magazine.

HOW THIS WEEK CAN PROVIDE GREAT SAVINGS FOR MAJOR PRINT ADVERTISERS

	ONE 4-COLOR PAGE			14 4-COLOR PAGES
	Total Circulation	Cost/M	Total Cost	Total Cost
LIFE	6,726,796	$6.99	$47,050	$619,178
SATURDAY EVENING POST	6,500,000	$6.81	$44,250	$582,330
TOTAL LIFE & S.E.P.	13,226,796	$6.90	$91,300	$1,201,508
This Week MAGAZINE	13,552,496	$3.92	$53,150	$635,674
Dollars saved by using This Week to reach same total circulation as Life and S.E.P. combined			$38,150 (1 Page (4-color))	$565,834 (14 Pages)

Sources – Circulation:
THIS WEEK – average ended 9/30/60
Life and S.E.P. – average ended 6/30/60 or rate base when higher

Rates: Currently effective

Compare This Week MAGAZINE with television, too!

To reach 13,552,496 homes through television...what show would you have to buy? What price would you have to pay? What chance do you really have of securing such a show?

SELLING FORCE IN PRINT

CIRCULATION
13,552,496

sell more with a college education!

So—you have your B.Sc., possibly M.A. or even Ph.D.—but how's your *college market I.Q.?* Do you, for example, know that college enrollment grew from 1.4 million in 1940 to 2.6 million in 1950, to 3.9 million in 1960—that conservative estimates indicate 6.6 million by 1970?

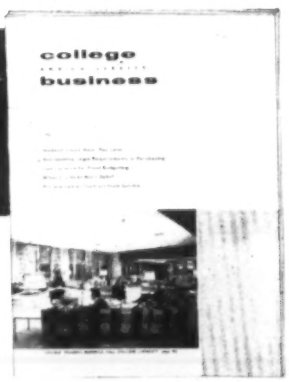
Do you know that more facilities for higher education have been built since 1945 than in the preceding 300 years? That present facilities must very nearly double in the decade ahead? That over a billion dollars was spent in 1961 for construction—plus $5 billion for instruction, operation and maintenance?

Do you know that higher education is a distinct, different market reached, penetrated, influenced by a single magazine: College and University Business?

free textbooks FOR COLLEGE MARKET EDUCATION:

There's a detailed *Market-Media File Folder* you may have for the asking. New publications, also awaiting your request, include a new 12-page booklet on *College Housing and Food Service* (colleges rank near the top in mass feeding markets); a new survey on Science Laboratories to be built from 1960-1965; a new study of *College Buying Influences on Building Products* (reports from college business officers and architects); a new Data Sheet showing college construction by building types, number of buildings and dollars from 1952-1959). Enroll now for your short refresher course in college market identification. Write to:

college AND UNIVERSITY business



an F. W. DODGE CORPORATION publication

The Nation's Schools and College and University Business are published by the Modern Hospital Publishing Co., Inc., 919 North Michigan Avenue, Chicago 11, Illinois.

BIGGEST EVER—*Warren E. Kraemer (left), 1st vp and assistant to the president of Scandinavian Airlines System, and Edward C. Hoffman, SAS account supervisor at Adams & Keyes, look over the largest single ad ever run in the U. S. by a foreign airline—SAS' 16-page tabloid section placed in the Sunday editions of five metropolitan dailies (AA, Feb. 27).*

D. W. Coutlee, 66, Veteran Ad Exec in Drug Industry, Dies

Toledo, March 7—Douglas Wakefield Coutlee, 66, director of advertising and pr of C. R. Bundt Co., Toledo, died Feb. 15. A drug and chemical advertising specialist, Mr. Coutlee began his career as an office boy with the old George Batten Co. in 1910.

After 17 years in the agency field, he joined Plough Inc., Memphis, as advertising director. He had also been director of advertising of Merck & Co., held a similar position with E. R. Squibb & Sons, served as president of the Pharmaceutical Advertising Directors Club of New York and had been a member of the board of trustees of House Magazine Institute and president of Controlled Circulation Audit.

In 1952, Mr. Coutlee fulfilled a lifelong ambition by becoming associated with a daily. He joined the Beckley Newspapers Corp., Beckley, W. Va., as general advertising manager.

He had also served as the coordinator of the Advertising Council's anti-tuberculosis campaign, in cooperation with the National Tuberculosis Assn. and the U.S. Public Health Service.

BERTRAND LeBLANC

Squaw Valley, Cal., March 8—Bertrand LeBlanc, 52, owner of the San Francisco publishing company which bears his name, died here March 6 after suffering a heart attack while skiing. Mr. LeBlanc was skiing with his 11-year-old son, Randy, when he complained of feeling ill. He died shortly thereafter at the Squaw Valley Infirmary.

RICHARD L. DAVID

Lafayette, Cal., March 7—Richard L. David, 43, San Francisco direct mail executive, died March 3 after an illness of six weeks. Mr. David engaged in direct mail advertising as an associate of Lewis & Mayne, San Francisco, until last March, when he and a partner, Robert Innis, opened Merchandising Methods Inc.

HAROLD MOORE SAWYER

Sayre, Pa., March 7—Harold Moore Sawyer, 69, who retired in 1952 as sales vp of American Gas & Electric Co. (now American Electric Power Co.), died March 5 at Robert Packer Hospital. He was an organizer of the Electric Companies Advertising Program.

FREDERICK H. HARPER JR.

Buffalo, March 7—Frederick H. Harper Jr., 80, a retired advertising executive, died March 2. As advertising consultant for Bryant & Stratton Business Institute, he created the "Aim High" seal, in use by the school for 50 years. Mr. Harper went into advertising after leaving high school and later served as ad manager of two Buffalo furniture stores, Brick & Enos and Messersmith Furniture Co.

HARRY PENDLETON

Oakland, Cal., March 7—Harry Clay Pendleton, 87, onetime regional advertising manager of the *Wall Street Journal*, died March 3 of injuries suffered when a beam fell on him while he was inspecting construction work.

Mr. Pendleton, a native of Atlanta, worked as a newspaper reporter in Little Rock before traveling to San Francisco where, as correspondent for eastern newspapers, he filed some of the first telegraph stories of the 1906 earthquake and fire. After several years in the advertising business with the *Wall Street Journal*, Mr. Pendleton became a builder and real estate operator, a field in which he was active until his death. #

Wehde Opens Own Office

Ursula M. Wehde has opened her own agency, Ursula M. Wehde Advertising Service, at 4709 W. Lisbon Ave., Milwaukee. Miss Wehde was formerly in the creative and merchandising department of Klau-Van Pietersom-Dunlap.

McCabe Named Exec VP

Barlow Advertising Agency, Syracuse, has appointed Robert K. McCabe exec vp, a new post. Mr. McCabe, who has been with the agency 15 years, was named a vp in 1956 and was elected to the board of directors in 1959.

Farris Joins McCarty

John C. Farris, formerly senior writer at Erwin Wasey, Ruthrauff & Ryan, New York and London, has been named copy supervisor of McCarty Co., New York.

"Any display will increase your sales But the right one will multiply them"

VANDERPOOL Displays

A complete promotional service in all mediums — cardboard, plastic, etc.

122 S. MICHIGAN AVE. CHICAGO 3, ILL.

HArrison 7-8442

'Life' Tests Co-Op Coupon Mailings to Pare Promotion Cost

NEW YORK, March 8—*Life* has been conducting small-scale experiments in direct mail cooperative coupon promotions.

Most recent example is a mailing currently being distributed in Chicago which contains a *Life* subscription solicitation plus a 7¢-off coupon for Karo imitation maple syrup, made by the Best Foods division of Corn Products.

This type of mailing diminishes one of the plusses of direct mail selling—undivided attention of the prospect—but is counter-balanced by the reduction in costs to the advertiser. Generally, a saving of about 50% is made and, where more than two advertisers participate, the savings are even higher.

■ Magazines like *Life* frequently have two types of subscription mailings: The full-dress job, consisting of several expensive (including four-color) pieces and sent to a select list of prospects; the single, simple mailing sent out on a mass basis with the theory that if enough people are exposed, sufficient subscriptions will come in to make the mailing profitable.

The key to the latter type of mailing is to keep costs as low as possible and that is why *Life* is willing to dilute its mailing impact.

■ There are several problems the publication must contend with:

• It can't rely upon other couponers always going through with their original plans. Last minute cancelations do occur.

• Mass mailers often address to "occupant." *Life* prefers specific names.

• Most of the time these cooperative mailings are initiated by the mailing house, which must find compatible, and willing, partners. *Life* generally waits to be approached by one of its mailing houses. The current promotion is about the fourth "batch" the magazine has worked with since last year.

■ Interestingly, the people at Best Foods appeared not to know that they are partners with *Life* on the Chicago mailing. Queried by ADVERTISING AGE, they first said it must be a mistake; then decided it was part of a multiple mailing for several advertisers.

Karo imitation maple syrup was put into test more than 18 months ago on the West Coast and has since moved gradually eastward. Current distribution extends as far as Youngstown, O. Lennen & Newell is the agency.

TIME INC. TESTS VENDING MACHINES

NEW YORK, March 8—How many vending machines is Time Inc. using in the U.S. to dispense copies of *Life*?

"Fifty," said *Life* today.

"Five hundred," said Publishers Vending Service Inc., whose contracts with Select Magazines Inc., newsstand circulation company which Time Inc. owns jointly with several other publishers, have made vending possible not only for *Life*, but its sister publications, *Sports Illustrated*, and *Time* as well. "*Sports Illustrated* uses 350 machines and *Time* uses 400," according to Frank Nucera of Publishers Vending.

Life said, however, that its vending machines experience was "strictly experimental"; that contracts were signed "about a year ago"; and that the number of machines has slowly been increased to 50. Meanwhile, *Life* emphasized that it is "keeping a close watch on results, but there are no plans to expand past 50."

The experiments, according to *Life*, involved shifting the 50 machines from market to market around the country. Publishers Vending, however, said machines have not been market-switched but have been simply relocated within individual metropolitan areas. Under the vending plan, the machines which house magazines are clustered in "banks" and the vending arrangement may vary from "bank" to "bank."

■ Publishers Vending said that "bank" arrangements had been varied for *Life*, *Time*, *Sports Illustrated* and others, but that was the extent of any "testing." The service is trying to establish a five-machine minimum for each "bank" in operation, Mr. Nucera said, and thus enhance uniformity.

Dell Publishing Co. is expected to come into the Publishers Vending fold for its "Modern" group within a week, Mr. Nucera predicted. In addition, Publishers Vending is also vending magazines of Macfadden Publications Inc.; Hearst Magazines; Reader's Digest Assn. Inc.; and McCall Corp. ≠

Rainier Beer Launches New $1,000,000 Campaign

Sicks' Rainier Brewing Co., Seattle, will launch a $1,000,000 drive throughout the Northwest for its Rainier beer during the week of March 13. The campaign, the first prepared for the account by Doyle Dane Bernbach Inc., departs from traditional approaches by using a variety of individual ads and commercials rather than a single general theme.

Major media are *The Saturday Evening Post*, which will carry 12 pages, some in color; newspapers; spot radio; spot tv; and outdoor. Backbone of the campaign will be spot tv schedules of 1-minute, 20-second and 10-second lengths and ads in 42 newspapers in Washington, Oregon, Idaho, Montana, Wyoming, Alaska and Hawaii. *Seattle Times* and *Seattle Post-Intelligencer* will each carry 24 pages, nine of them in color. The company will also sponsor baseball radio broadcasts.

Metropolitan Gross Revenue Increases by $26 Million

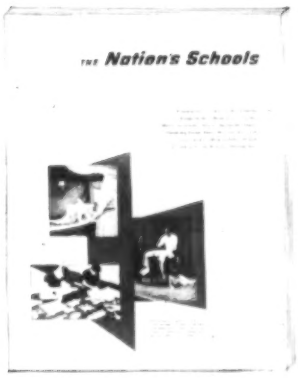
Metropolitan Broadcasting Corp., New York, reported a gross revenue of $42,579,477 for 1960, up substantially from the $16,543,422 recorded the previous year. Net income was $1,708,253 for 1960, compared with $1,552,463 for 1959.

A substantial part of the increase in gross revenue resulted from the income of the Foster & Kleiser division, second largest outdoor advertising company, acquired by Metropolitan in December, 1959. Net income was up only slightly because of an increase in cash flow from $2,957,235 in 1959 to $5,492,659 in 1960. Depreciation of properties also was stepped up appreciably last year.

Need Source Material For a Campaign?

- Press Clippings can provide you with the necessary source material for a sales or advertising campaign based on actual events . . . can enable you to use real news rather than fictional situations to substantiate your claims and to convince your prospective customers. Invaluable for agency new business presentations. Interested in learning how we can serve you?

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS



ADVERTISING IS HALF THE MAGAZINE

In THE NATION'S SCHOOLS Continuing Study of Readership, a very high figure of 78.5% of administrator respondents said they read the top-ranking editorial feature. On the other hand, 89% of the respondents listed one of three different kinds of *action* they took as a direct result of reading advertising.

This is, of course, not surprising, for product information is an essential part of the total information which a magazine provides to its readers. Further evidence of this simple fact is found in a 77.5% score (second highest) for the "What's New for Schools" editorial feature of THE NATION'S SCHOOLS.

With this high interest in information about products it is obvious that a magazine which provides the most in product information is most likely to attract and be read by those who must provide not only the ideas but the physical equipment and materials with which educational ideas are implemented.

Advertising volume is, therefore, an important index of the interest of a magazine to its audience. It is significant, then, that THE NATION'S SCHOOLS has led all other school administrative magazines in advertising volume for 18 years—that THE NATION'S SCHOOLS carried more advertising pages than the second and third magazines *combined* in 1959 and again in 1960. Here's the 1960 record of advertising pages in school administrative magazines:

THE NATION'S SCHOOLS	**1459 pages**
School Management	729 pages
Overview	581 pages
American School Board Journal	302 pages

Ask your NATION'S SCHOOLS representative to show you the Continuing Study of Readership, or write the publisher.

The Nation's Schools and College and University Business are published by The Modern Hospital Publishing Co., Inc., 919 North Michigan Avenue, Chicago 11, Illinois

an F. W. DODGE CORPORATION publication

THE Nation's Schools

HAB A CODE?—*Julian Koenig of Papert, Koenig, Lois won the newspaper copy competition with this Allerest ad.*

BYLINE WINNER—*Louis Redmond of Ogilvy, Benson & Mather not only merited a byline on this Steuben Glass ad, he also won the top award in the magazine class.*

Gold Key Ad Copy Winners

NEW YORK, March 9—After much "professional soul-searching," the Advertising Writers Club of New York has winnowed out "Gold Key" winners from more than 200 entries in its first annual copywriting competition.

■ The competition is designed to give recognition to excellence of copy, and the copy was judged—not from the standpoint of lyrical artistry—but for its "contribution in expressing the sales idea."

■ The winners in the six categories are:

Magazine Ad: Louis Redmond of Ogilvy, Benson & Mather, for his Steuben glass copy.

Newspaper Ad: Julian Koenig of Papert, Koenig, Lois, for his Allerest cold remedy copy (Pharmacraft Laboratories).

Trade Ad: Robert Pasch of Kenyon & Eckhardt, for a K&E house ad.

Tv Commercial: Tied for duplicate awards are William Brownell of Young & Rubicam, for Lipton soup, who tied with Ruth Downing and Bill Ballard of J. Walter Thompson Co., writers of a Brillo commercial.

Radio Commercial: Tom Lisker of Lawrence Gumbinner Inc., for his Sacramento tomato juice script.

Special category: "Greatest ad I ever wrote which never ran": Len Glasser of Hicks & Greist, for his Ferris bacon tv commercial.

■ Voting for the winners was by the entire club membership. Two of the winners were "out-and-out sweeps" with Bob Pasch's K&E house ad and Len Glasser's Ferris bacon commercial garnering almost every vote. In three other categories, however, there were close seconds: In magazines, a Metrecal ad almost won; in radio, a Dilly beans commercial lost by only a few votes; and in newspapers, there were two close runners-up, a Rolls-Royce and a Fairbanks Morse ad.

SACRAMENTO TOMATO JUICE
#1 - 20 SECOND COMMERCIAL

RECORDED: :20

ANNOUNCER: (CLIPPED -- NEWSLIKE) Listen -- to Sacramento Tomato Juice plopping into a glass from a height of two inches.

SOUND: PLOPPING OF JUICE IN GLASS

ANNOUNCER: A louder plop as Sacramento Tomato Juice plops into a glass at twelve inches.

SOUND: SAME -- LOUDER

ANNOUNCER: Two feet!

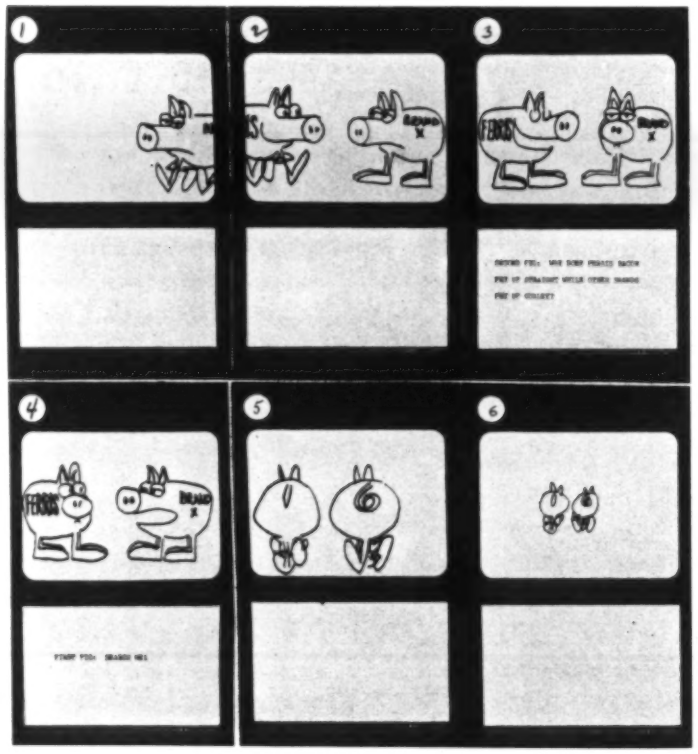
SOUND: LOUDER

ANNOUNCER: Three feet!

SOUND: EVEN LOUDER -- GLASS CRASHES

ANNOUNCER: This message has been brought to you as a public service by people who love Sacramento Tomato Juice.

PLOP, CRASH—*This radio commercial for Sacramento tomato juice was a winner for Tom Lisker of Lawrence C. Gumbinner Advertising.*



A TAIL TALE—*This tv commercial for Ferris bacon—"The Best Ad I Ever Wrote, Which Never Ran"—won a Gold Key for Len Glasser, of Hicks & Greist, by almost unanimous vote.*

CALYPSO BEAT—*This Brillo commercial with its Calypso jingle won a Gold Key for Ruth Downing, group head at J. Walter Thompson Co., and Bill Ballard, jingle lyrics writer. They tied for first place with William Brownell of Young & Rubicam, writer of the Lipton Soup tv commercial.*

He could have said, "We owe a lot to the R. A. F."
Mr. Churchill said, instead, "Never in the field of human conflict was so much owed by so many to so few."
These are very simple words. But how great their power to move the minds and hearts of men!
In the K&E Book of Creative Standards, one page reads, "There has never been any instrument of human persuasion that can rival the word itself. Civilizations have been founded on words. Men have died for them. The greatest skill in our business is the business of writing."
We know that many tools are available to us in the mechanics of communication. Year by year, our tool kit grows. But people at Kenyon & Eckhardt still believe that the most important was the first.
The word.
One of a series based upon the Kenyon & Eckhardt Book of Creative Standards.

THE PERSUASIVE WORD—*The copy in this ad for Kenyon & Eckhardt, written by Bob Pasch, "overwhelmingly" won the award for the best trade copy.*

"As well as I know how now"—

Old joke. Farmer to county agent: "I ain't farming half as well as I know how now." The old joker, if he ever existed, today works in a factory, or is on relief. Because competition and high costs have forced out the half-way farmer.

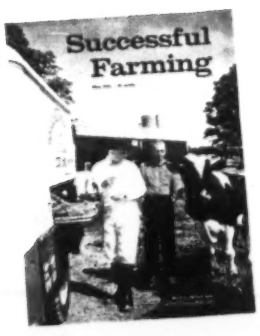
Farms are larger, represent a greater investment. Farming is steadily changing, requires new buildings, mechanization, efficient operation—and SUCCESSFUL FARMING. SF is not only read, but studied, clipped, filed, consulted again and again.

For the volume producer of field crops and livestock, SF is a work manual, crammed with case histories of planting, fertilizer applications, pest controls, silage and crop storage, breeding, feeding, materials handling, barn, pen, and feedlot layouts, marketing, housekeeping. It helps the farmer plan his plan, build and buy better, get better yields from every acre, every building unit, every working hour. It helps the farm family live better.

And because SUCCESSFUL FARMING has been helping the country's best farmers for fifty-nine years, it has earned their confidence and respect—evident in the exceptional reception and response for the advertising in its pages.

With 1,300,000 selected circulation, SF represents one of today's best class markets. Its farm subscribers earn 70% more than the national farm average. And twelve regional and state editions plus the national edition permit localized, seasonal, and special promotions, dealer support, product and copy testing.

If you want more action from your advertising, use SUCCESSFUL FARMING. Details from any SF office.



SUCCESSFUL FARMING . . . Des Moines, New York, Chicago, Atlanta, Boston, Cleveland, Detroit, Los Angeles, Minneapolis, Philadelphia, St. Louis, San Francisco.

PHOTO REVIEW OF THE WEEK

Leonard Davis Lally Harklow Thorp

Newton Coughlin Cruze Farrell

NAEA NEW ENGLAND—*Members of the New England Newspaper Advertising Executives Assn. at the group's winter meeting in Boston included Don Leonard, Bridgeport Post-Telegram; Ed Davis, Worcester Telegram-Gazette; John Lally, Kelly-Smith Co., Boston; Arnold Harklow, Ward-Griffith Co., Boston; Leon Thorp, Herald, Manchester, Conn.; all members of the discount plans panel; Don C. Newton and George Cruze, Free Press, Burlington, Vt.; John L. Coughlin, Hartford Courant; and George Farrell, Herald, Rutland, Vt.*

Pellizzi Cheek Lowe Blalock Weber Johnson

WINNERS—*The Advertising Club of Greenville, S. C., highlighted its celebration of Advertising Week with a presentation of the club's first annual general excellence advertising award. Representing the winning companies: From Henderson Advertising Agency: Andy Pellizzi, art director; Jay Cheek, creative director; Alice Weber, copywriter; Allen Johnson, account executive; and, Sid Lowe, partner and account executive, Lowe & Hall; and John Blalock, advertising director, Liberty Life Insurance Co. Kenyon & Eckhardt, New York, judged the contest for the club.*

BIG HOP—*Trans World Airlines is using outdoor, via Pacific Outdoor Advertising, to push its 12-hour, 50-minute air trip from Los Angeles to Rome. Foote, Cone & Belding is the agency.*

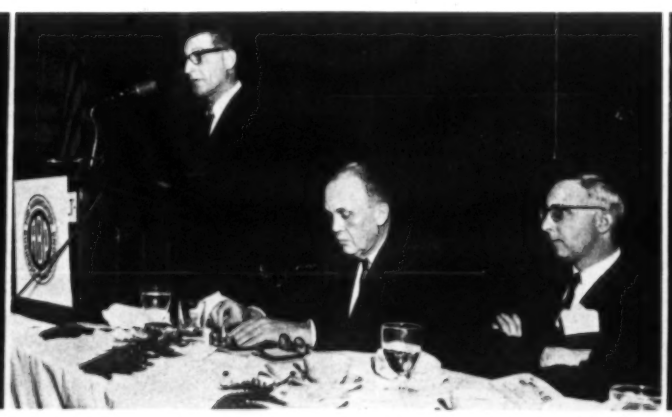
Cassidy Clough Russell Cogger

RECEPTION—*Jane Russell, movie star, was guest of honor at the annual dinner dance of the Philadelphia Club of Advertising Women. Here she stands in receiving line with Irene Clough, of the Philadelphia Bulletin, president of the club; and Betty Cogger, Bell Telephone Co., and is greeting James T. Cassidy, of Cassidy, Richlar Co. Miss Russell was honored cited for founding WAIF, an organization which finds parents for orphaned youngsters around the world.*

Goldenson Motheral Riddell Francis

RECEPTION—*A cocktail party for Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres, in San Francisco, brought together J. G. (Pete) Motheral, vp and general manager, Batten, Barton, Durstine & Osborn; James G. Riddell, vp in charge of the western division; and Vincent A. Francis, sales manager, western division, of ABC-TV.*

Waddell Gudeman Prentice Littleford



Gudeman Fearing Clauser

Pechin Roens Seyferth Wolseley

ABP CONFERENCE—*Present at the annual winter conference of Associated Business Publications in New York March 3 were Harry Waddell, exec vp, McGraw-Hill Publishing Co.; Edward Gudeman Jr., Under Secretary of Commerce, one of the luncheon speakers; Perry I. Prentice, publisher and editor, House & Home, the conference chairman; William D. Littleford, president, Billboard Publishing Co., chairman of ABP; Lamar Fearing, exec vp, International Paper Co.; Henry R. Clauser, editor, Materials in Design Engineering, chairman of the ABP editorial division; Prof. Roland Wolseley, Syracuse University school of journalism; Edward J. Pechin, assistant director of advertising, E. I. du Pont de Nemours & Co.; B. B. Roens, industrial marketing manager, and J. J. Seyferth, industrial products manager, Scott Paper Co.*

TV GUIDE & NABISCO'S CELERY THINS

GO-TOGETHERS: Television and Snacks

In announcing its brand-new snack cracker, Celery Thins, Nabisco quite naturally uses TV GUIDE as a prime advertising vehicle. TV GUIDE sells more copies in food stores (3,100,000) and is read by more Young Marrieds (4,600,000) than any other magazine. And people read TV GUIDE when they are relaxed . . . and in the mood to snack.

Best-selling weekly magazine in America . . . circulation over 7,500,000

TV GUIDE

Royal Chemical Names Scott

Consolidated Royal Chemical Co., Chicago, has named R. Jack Scott Inc., Chicago, to handle advertising for Hypercin, Canute Water, Mellins baby food and Mar-O-Oil.

KRBE-FM Joins QXR Network

KRBE-FM, Houston, has become the 35th affiliate of the QXR Network. At the same time, Jeffrey T. Carey, formerly with WPIX, New York, has joined QXR Network as an account executive.

PANIC BUTTON

MOLDED PLASTIC
2½" x 4"
LOOKS REAL!

RED PANEL WITH WHITE LETTERS AND BLACK BUTTON
Holds to any flat surface

Won't help you meet deadlines but will get plenty of laughs

Belongs to all art and production departments . . . a must for all AP's . . . a natural for media and time buyers

Standard equipment for Sales Managers and Promotion Men

Ideal gift for friendly clients

$1.00 each Postpaid
Six for only $5.00

ACE EMBLEM, INC.
2902 - 107th St.
Toledo, Ohio

Frost Tenney Edmiston Flittner Edner

Mrs. Ross Ross Mrs. Savage Savage

AAAN—*Relaxing during a social break at the central regional division meeting of the Affiliated Advertising Agencies Network in Peoria, Ill., were Lewis Frost, Bill Edner and Harold Tenney, Beeson-Reichert, Toledo; Lee Edmiston, Keller-Crescent, Evansville, Ind.; Wayne Flittner and Mr. and Mrs. Lewis S. Ross, Ross, Flink & Associates, Peoria; and Mr. and Mrs. Erle Savage, Pidgeon, Savage & Lewis, Minneapolis. Both Mr. Ross and Mr. Savage are central regional directors of the agency network.*

VW Distributor Names DDB

Doyle Dane Bernbach Inc., national Volkswagen agency, has picked up another distributor account—Auto Associates Inc., King of Prussia, Pa., Volkswagen distributor for Pennsylvania and Delaware.

Schweigert to Baker, Johnson

Schweigert Meat Co., Minneapolis, has moved its advertising account from W. A. Krause Inc., Minneapolis, to Baker, Johnson & Dickinson, Milwaukee. The company said it is planning to increase its merchandising program 25%.

Over-Reliance on Ads Is Cause of Sales Drop: Reach

CHICAGO, March 7—The "pause that depresses" has been caused by the attitude that advertising can take the place of trained salesmen, Charles Dallas Reach, board chairman of Reach, McClinton & Co., told the Ansco Co. annual sales meeting last week.

Advertising helps to sell, but cannot do the entire job alone, he told the photographic sales convention.

"It can't sell film or cameras if the men behind the counters of thousands of camera stores believe the brand to be inferior. This is where advertising and selling go hand in hand," Mr. Reach said.

"There must be the broad sell and the deep sell. This is the partnership between the salesmen and the advertising department and the agency," he said.

He admitted that the belief of many that advertising has oriented the consumer to the brand rather than to the dealer is true in certain lines of "over-the-counter" goods but warned of a built-in hazard in the situation.

■ This, Mr. Reach said, is the "deep sell of personal persuasion."

The power of advertising is also weakened where outlets handle only a single brand, like gasoline service stations or architects and contractors in the building industry, he added.

Regretting that selling, "with a few exceptions, seems to be a forgotten art," Mr. Reach said that "a resurgence of old-fashioned selling" would do more for business than government handouts in any form.

"If 120,000 automobile salesmen got off their fannies and started to sell cars as we had to sell them in the '30s, factory production would jump," and the upsurge would soon spread to other industries, he said. =

Dumas Milner Sets Contest

Dumas Milner Corp., Jackson, Miss., will break a 50,000-prize $3,000,000 contest with a two-color spread in *Life* April 28, followed by ads in *Family Circle, Good Housekeeping, Ladies' Home Journal, McCall's* and *Woman's Day*, and network television and radio commercials. Grocery trade ads will break earlier. Contest entries will be on the labels of all Dumas Milner products, including Pine-Sol, Perma Starch and Copper Glo. The winners have already been selected from telephone directories across the country and will receive prizes when an entry matches one of the names already selected. First prize is a Dodge Dart filled with $10,000. Gordon Best Co., Chicago, is the Milner agency.

Hall, Haerr Adds Three

Hall, Haerr, Peterson & Harney has added three accounts: Dumas-Wilson Co., St. Louis, manufacturer of ethical pharmaceutical products; Panels Inc., Chicago, manufacturer of pre-assembled window wall panel units; and Blue Mfg., Miami, Okla., maker of pleasure boats. The agency will service Dumas-Wilson and Blue Mfg. from its Jefferson City, Mo., office, and will handle the Panels account from Peoria. McCormick-Armstrong, Wichita, Kan., formerly handled Blue Mfg.

FitzGerald-Toole Is Formed

FitzGerald-Toole & Co., new agency, has opened at 58 Weybosset St., Providence. Principals are Louis C. FitzGerald, president, who formerly operated his own Providence agency, and Philip B. Toole, vp and treasurer, formerly assistant director of advertising of the Sheraton Corp. of America, Boston. The agency has 14 accounts and a staff of 10.

Future to See More Print Color, Region Splits, AAAN Is Told

PEORIA, ILL., March 7—A steady rise in the use of color in print advertising was predicted by Karyl Van, vp and director of advertising of Meredith Publishing Co., at the central regional meeting of the Affiliated Advertising Agencies Network here. Speakers representing other print media types echoed his prediction.

Mr. Van said that new inks and new printing materials will be used to gain more attention. A relaxation of postal regulations will invite more and unusual inserts and ads, he said. The trend to regional editions will be accelerated during 1961 and next year, he forecast.

Al Paxton, vp, Midwest district, McGraw-Hill Publishing Co., told the 24 top executives of 14 Upper Midwest agencies at the two-day meeting that 1961 will reverse the pattern of 1960—which came in high and went out low.

■ Vern Anderson, vp of Prairie Farmer Publishing Co., reporting on farm paper trends, said that regional editions of national publications will increase in number and importance while regional or state papers will become even more local-oriented.

Hal Sundberg, general manager of Peoria's WMBD-TV, blamed the "low ebb in tv programming" on the advertisers' quest for numbers. Deploring that ratings seem to mean more than the quality of programs, he noted also that advertisers and agencies fail to take full advantage of stations' facilities to save production money.

David Schlink, promotion manager of the *Peoria Journal-Star*, also predicted a continued increase in newspaper color advertising. =

Salisbury, Howard Named

The *Rockford Morning Star* and *Register-Republic*, Rockford, Ill., have appointed David W. Salisbury classified advertising manager and Robert G. Howard assistant national advertising manager. Mr. Salisbury, former assistant national advertising manager, succeeds Kenneth J. Nattrass, who recently was appointed assistant advertising director. Mr. Howard joined the newspapers' national advertising sales staff last October.

Sykes Adds Best Feeds

Best Feeds & Farms Supplies, Oakdale, Pa., manufacturer of Joy dog food, has appointed Sykes Advertising, Pittsburgh, to handle its advertising. Best Feeds previously placed its advertising direct.

LUBBOCK is 6th
IN TEXAS, DOING A TOTAL VOLUME OF SALES TOTALING $309,772,000 IN A GREAT. . . . . .
WHOLESALE MARKET
As Reported by 11th Fed. Res. Dist.
LUBBOCK AVALANCHE JOURNAL
Lubbock, Texas

The Rich Are Not Always Snobbish

Look at the folks in the growing Greenville-Washington Market. In a state where the industrial payroll has increased over $400,000,000 in the past five years, they still enjoy simple pleasures—like watching TV. WNCT and WITN dominate this prospering group as well as the entire market. Avails and details are yours for the asking.

7 WITN
Washington, N. C.

CHANNEL 9
WNCT
GREENVILLE, N. C.
CBS • ABC

"ONE OF THE TOP 100 MARKETS"
Well over 1,000,000 Population — Set Count 200,000

The Ohio Farmer
Ohio's "Junior Cooks" share their favorite recipes
Ohio veterinarians deliver "disease-free" pigs
New census reveals trends in Ohio agriculture

READERS PAY ATTENTION TO MARKET-WISE HOME STATE EDITING

The editor who lives and breathes farming in a single state knows his reader and his area thoroughly. His local editing decisions make the difference between casual reading and intense interest.

This map in brilliant full color, with historical illustrated border, is yours with our compliments. Comes printed on durable paper stock, 22 by 27 inches, ideal for framing or wall posting. Write, on your letterhead, to Editor, The Ohio Farmer.

Home State Farm Paper Unit

TOP-THIRD FARM STATES
TOP-OF-THE-SOUTH STATES

Local editing from the Ohio viewpoint earns unmatched respect and believability for The Ohio Farmer. Readers regard its twice-a-month arrival as a visit with a trusted neighbor — a neighbor who always has their best and deepest farming interests at heart.

Let this "friendly neighbor" — The Ohio Farmer — carry *your* sales message to rich, diversified, rural Ohio . . . where spendable income reaches $1,504,312,500 yearly! Only 11 states equal this potential. Income in Ohio is *big* and steady — year around. It's a top-third farm income state.

The Indiana Farmer, Michigan Farmer, Pennsylvania Farmer, Kansas Farmer and Missouri Ruralist serve markets with similar top-third farm income patterns. Kentucky Farmer and Tennessee Farmer serve the rich Top-of-the-South Market. All are printed in high-quality rotogravure or offset. One set of repro material (gravure) will serve all 6 roto publications. One set of offset material for Kansas Farmer and Missouri Ruralist. You get *production economy* plus FREE bleed.

Localized editing also sets the stage for Straight-Line Advertising in all publications of the Home State Farm Paper Unit — advertising directed straight to the farmer "where he lives." You get strong reader IMPACT on the local level for deeper penetration and greater results.

The Ohio Farmer

1010 ROCKWELL AVENUE, CLEVELAND 14, OHIO

ART COLLECTOR—*Adorning the wall behind Mr. Goldman is a Fernand Leger painting he was fortunate to buy for $75 ten years ago.*

Versatile Adman. Frederick Goldman

Frederick Goldman is an adman who founded his own agency so that he would have more time for his outside interests, collecting works of modern art in glass and other media and running Exceptional Films, a money-losing corporation that exhibits unusual movies to cognoscenti.

To "make" time for the frequent showings, lectures and trips far afield to scout for films, Venetian glass and glass paintings, the president of Frederick Goldman Advertising, Philadelphia, has set a maximum of 10 clients for his five-man agency, billing around $300,000.

ADMAN—*Fred Goldman at work in his agency office in Philadelphia.*

PROUD OWNER—*Mr. Goldman shows off a mosaic tile "painting" at his home.*

Although "advertising is in his blood" and he enjoys "every minute" of his work, Mr. Goldman often finds that his avocations take up more of his time than his business. Every summer he and Mrs. Goldman make a hobby-centered pilgrimage to film and art centers in Italy and other European countries. Budgeting a certain percentage of his income for the purpose, he has amassed an art collection worth about $20,000.

High point in his preoccupation with beauty in glass came last April when a month-long exhibit of Venetian glass and glass paintings he had brought over from Italy attracted big crowds to Philadelphia's Art Alliance. Currently, Goldman collections are on exhibit at Newman Gallery and Bailey, Banks & Biddle, jeweler.

Mr. Goldman's love for Venetian glass manifested itself at their first meeting when he—an adman turned art and film student—visited Venice for the first time in 1953. During their year in Italy, the Goldmans made friends among the glassmakers and have renewed their ties—and added to their collection—each succeeding visit. In 1958, Mr. Goldman met glass artist Angelo Barovier and was impressed by his paintings, composed of glass dust and fragments and layers of transparent colored glass. It was not long before he decided to bring to Philadelphia the work of Barovier, mosaicist Gino Novello, the ceramist Tasca brothers, glass artist Archimede Seguso and Ercole Barovier, Angelo's father.

MOVIE CONNOISSEUR—*Editing and screening films for his nonprofit Exceptional Films is another Goldman hobby.*

Even though nine-year-old Exceptional Films has yet to break even, Mr. Goldman's interest in films has not waned. Showings at the Franklin Institute give ample evidence of this fact.

He also has managed to put in four years as advertising manager of Brait's Men's Stores, Philadelphia, starting in 1946; open his first agency in 1950; join the old Harry Feigenbaum Agency (now Wermen & Schorr) when a client went bankrupt; become a vp and creative director of the old Adrian Bauer Agency (now Bauer & Tripp); and finally start his own agency again in 1954.

EXHIBITOR—*Mr. Goldman gets ready to hang a Barovier glass painting.*

Employes, Customers Can Be Used as PR, Sales Tool: Jacobs

CHICAGO, March 7—Employes, stockholders, vendors and customers of a company can be converted into a powerful sales and public relations tool if the company will keep them informed on important developments, J. Edwin Jacobs, director of public relations of Buchen Advertising, said here.

Speaking at a luncheon meeting of the Chicago chapter of the American Marketing Assn., Mr. Jacobs pointed out that "certain groups are going to talk about you whether you want them to or not." He urged his audience "to capitalize on everyone's desire to pose as an expert."

Mr. Jacobs stressed that an important technique to use in such a program is to give employes, stockholders and vendors information about corporate and product developments before they learn about it from other sources.

■ "Give these persons the right kind of information and you can build up an impressive group of unpaid but effective 'salesmen' or communicators," he said.

Few companies exploit conversation to the fullest extent, Mr. Jacobs said, and he urged that "the same care and attention should be given to a program to stimulate profitable conversation as that given to any other marketing device, advertising, public relations or direct mail." #

GE Promotes Portable TV in Four-Media Effort

General Electric Co., Syracuse, N. Y., is introducing its "Celebrity" 19" full-power transformer portable tv set with ads in *Life* and commercials on CBS-TV's "General Electric Theater." This will be followed with 1,000- and 1,200-line ads in 127 newspapers, plus 24-sheet posters in several markets.

The ads will be backed with a direct mail effort and merchandising material built around Ronald Reagan, host of "GE Theater." GE is making available to its dealers a plaid tv cover to be given as a premium with the sale of each "Celebrity." Young & Rubicam is the agency.

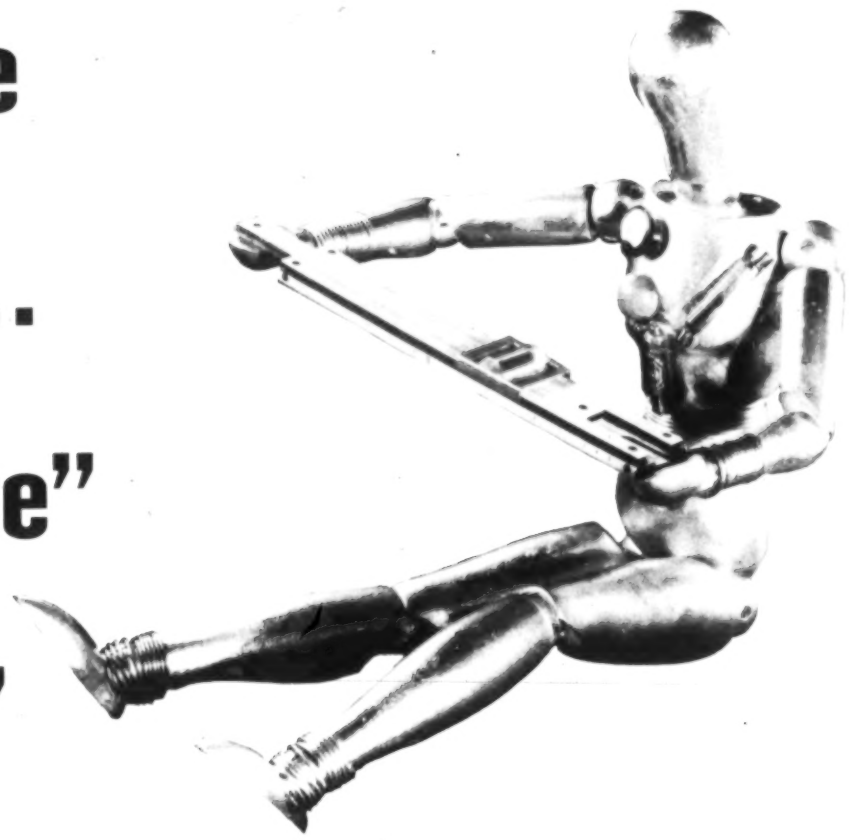
Trading Stamps Sales Hit $504,000,000 in 1960

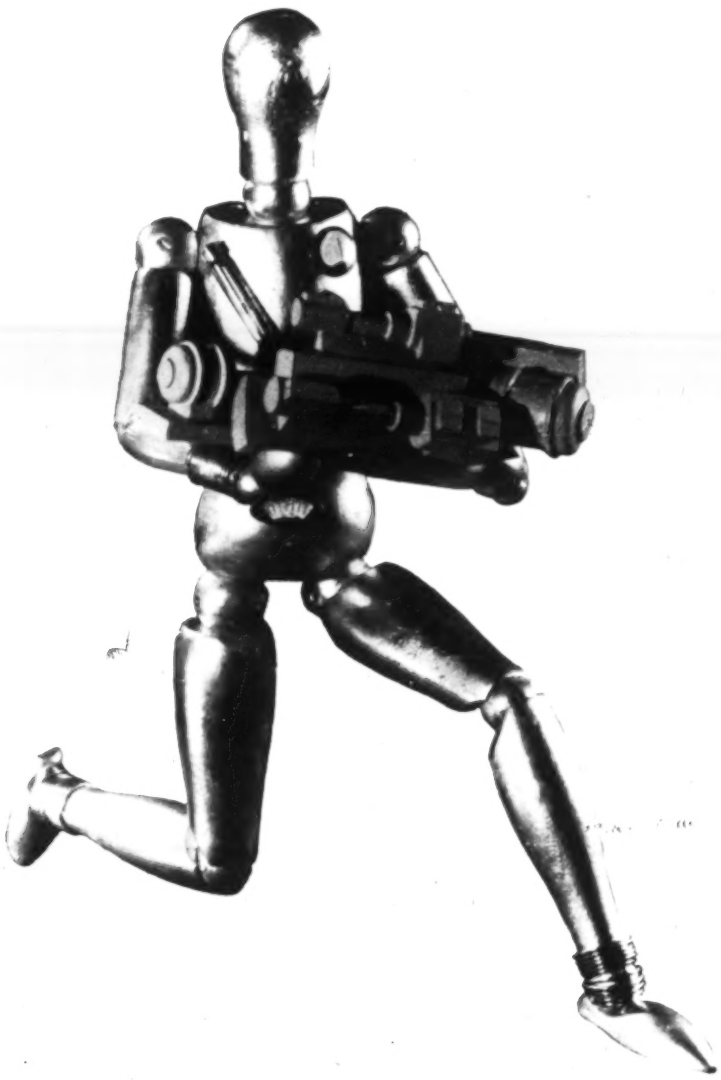
Premium Practice reports that its sixth annual study of the trading stamps field indicates that trading stamp sales climbed 9.6% to a total of $504,000,000 in 1960. More than 40,000,000 families saved stamps issued with about $22,800,000,000 in retail sales, $2,000,000,000 over 1959. This represents 10.4% of the nation's total retail volume.

Riner Joins MacDonald-Cook

Philip B. Riner, formerly advertising and sales promotion manager of Bennett pump division of John Wood Co., Muskegon, Mich., has been named account executive of MacDonald-Cook Co., South Bend, Ind.

Once there were two tightwads... named "Optimize" and "Automate"





CPI-Management is putting them to work fast... to cut costs and counteract the profit-squeeze. In 1959, here in the Chemical Process Industries, they spent $200 million for control equipment. And CHEMICAL WEEK's editors say this figure can step up anywhere from 10 to 20% a year.

"The need is for speed," they insist, in an Engineering Report from a recent issue. The very nature of automation has everything to recommend it..."to produce the best product most economically from an existing plant, and to insure that the next plant is designed for this ideal operation." This is optimization. The more important the need to cut costs, the more important it becomes to *optimize* – and to *automate.*

Isn't it remarkable today how much management men must know – regardless of their function or title, their technical or non-technical responsibility – to produce at a profit? And isn't it fortunate that from their hungry informational needs has come a completely individualistic magazine to fill this void. There are many newsweeklies. There are several CPI publications. *But there is only one* CHEMICAL WEEK.

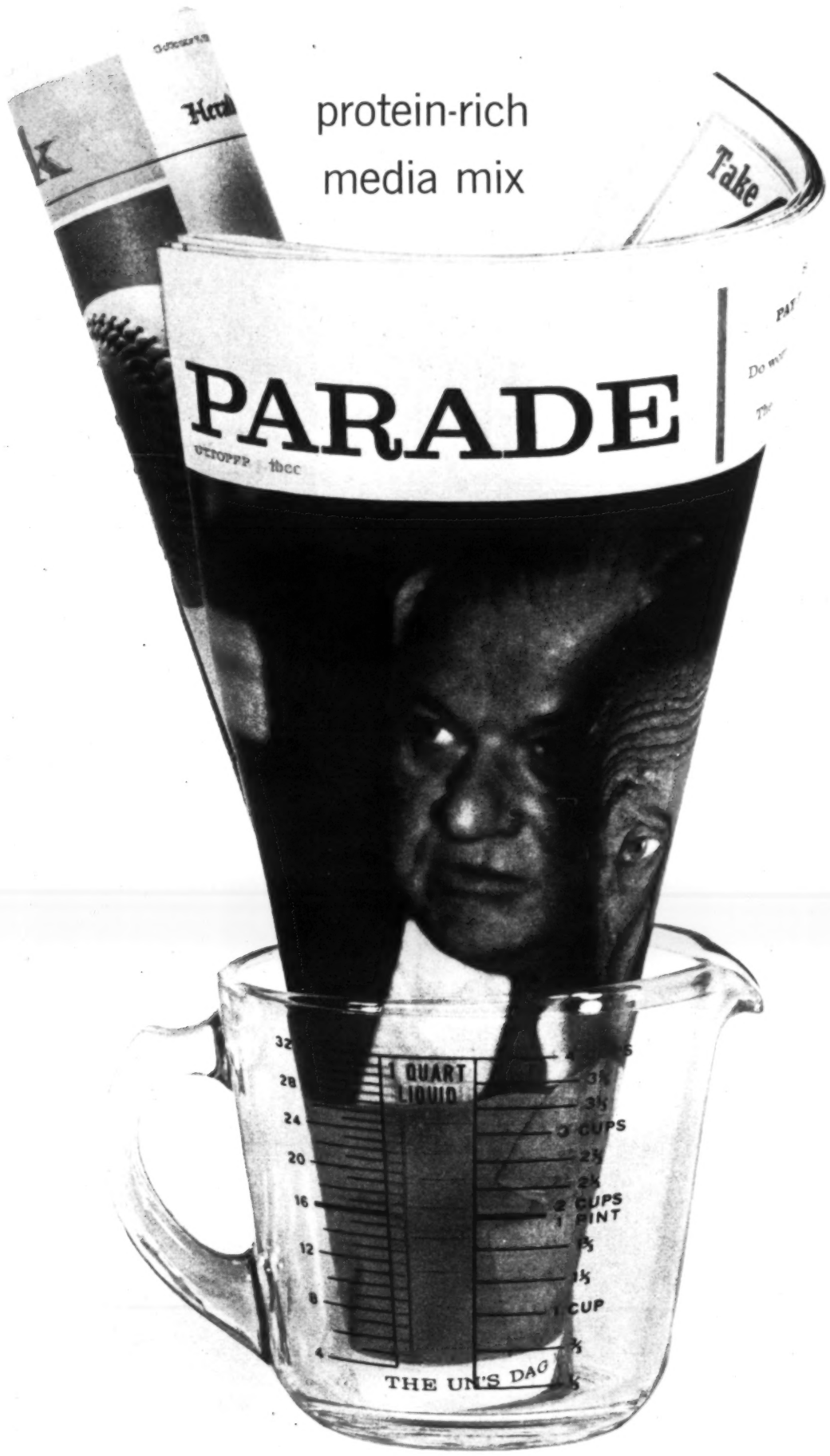
Are you using it... to automate your own CPI selling?

Industry Spokesman for CPI-Management

Chemical Week

A McGraw-Hill Businesspaper (ABC-ABP)

protein-rich
media mix



America's largest magazine (a Sunday magazine) reaches at least half of the families in counties doing 18% of total U.S. retail sales. But add Parade and the 18% jumps to 43%.

The Sunday Magazine section of strong newspapers throughout the nation, reaching ten million homes every week.

Advertising Age

Feature Section

Fashion World Litigation—Diamond

Food Super No Duper—Weiss

Calling Dr. Dichter—Peeled Eye

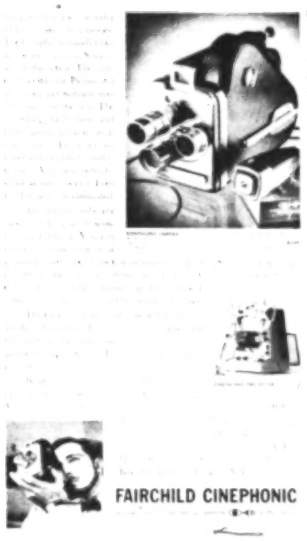
Excerpts from Woolf's Notebook

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

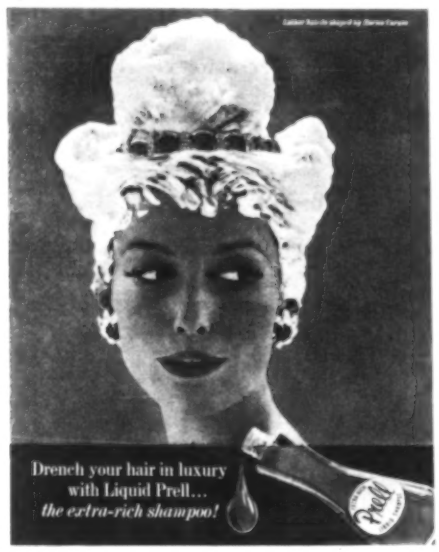
THE NATIONAL NEWSPAPER OF MARKETING

Tyler Picks Top Ten . . .

The era of *silent* home movies ended Monday, May 23rd.



Fairchild Cinephonic



Prell

Qantas

Here Are the '60 All Star Ads

By William D. Tyler

These are what I consider the ten best ads of 1960. Their selection has been, to say the least, arbitrary. Each is part of a series, so there is no way of measuring their individual effectiveness. They have been selected, not for what they did, but for the talent and taste and selling sense that went into their creation. And these, I submit, were considerable.

William D. Tyler

This year's selection differs from those of years past in one respect—the ads are more direct. With few exceptions, they tell their story substantially in picture and headline. Copy is used to advance and expand the headline promise, to pile on selling points, and to lend conviction. In other words, most of these ads work two ways. They make a selling point with even the casual scanner. *And* they do a deep selling job on the ad reader. This is unlike the vast majority of advertisements, which are designed either to flash a quick, visual message, *or* to rely on the text for the sale. Many of these ads show that you don't have to make such a choice.

Fairchild Cinephonic Camera

Most of our Big Ten are the products of big agencies. Not this one. And yet it has the big-time, authoritative, professional look that you associate with big shops. It was a two-page introduction of a home movie camera with sound. Picture: Color shot of kids on a merry-go-round. Headline: "Now hear this." Subhead: "The era of *silent* home movies ended May 23rd, 1960." Copy is long, informative, clear, descriptive, with excellent typography. "Sounds," it reads, "are picked up by a small microphone. You can 'plant' it on the scene, wear it around your neck, or tuck it in your shirt pocket. Sounds are recorded directly on the film —no bulky attachments." Peter Geer of Geer-DuBois wrote it, Rae Brown laid it out.

Liquid Prell

This ad, wacky by male standards, seemed to make complete sense to women. The goofy lather hairdo with the emerald tiara squished into it, said luxurious, glamorous, extra-rich suds to them. Which is what it was intended to say. A strong simple selling idea . . . dramatically presented. In a women's service magazine, no ad in the past five years was seen and remembered by more women. Jean Brown was the copy supervisor, Bob Pliskin the art director, and Benton & Bowles' Nita deBerg the group head.

Qantas Airlines

Meanwhile, back on the West Coast, Qantas Airlines was also trying to find a reason for people to pick its planes above others for flights to Europe. This was not easy, since Qantas flies over the Atlantic during daytime hours, not a prospect designed to make the average tourist jump up and down with glee. Nevertheless, one look at the heavy-lidded eye that illustrates the headline, "Why fly by night to London?" suddenly turns those daytime hours over the Atlantic into a long, delicious romp. Idea was Cunningham & Walsh's Fred Manley in San Francisco. John Flack made the layout.

Carter's Underwear

This I consider the most appealing ad of 1960. The idea of using the early-morning bathroom lineup to display your merchandise makes a good ad all by itself. Add to it some fun in the form of a headline attributed to the smallest of the fry: "I come from a long line of Carter's wearers." Then add superb photography by Tana Hoban. Top off with good copy by Anna Lee Gold. Excerpt: "Mother says Carter's is a family tradition—because quality is a Carter's tradition." Result: Cost per reader was one of the lowest of the year. Layout by BBDO's Bob Ballantyne.

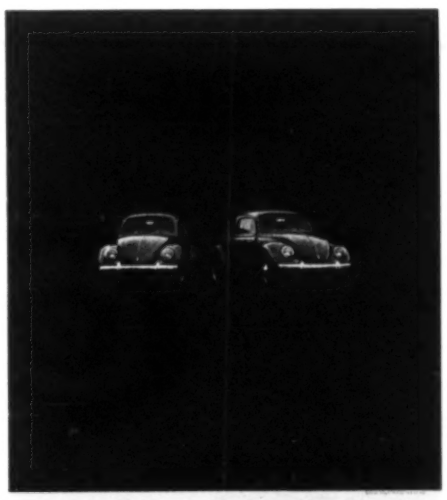
Volkswagen

Maybe there were other VW ads as good as this one. Some you will remember were "Lemon" and "Think small." Very clever. This one dug a little deeper. Gave you a sizable thought to chew on. David Reider's copy: "What a kidding the owners of those two Volkswagens must have taken. But they had something to sustain them. 32 miles to the gallon. An engine in the rear that carried them (and their stranded neighbors) up icy hills. An air-cooled engine that never boiled over or froze." And a gleeful snapper: "The VW is still basically the same. But *people* have changed." Helmut Krone of Doyle Dane Bernbach was the art director.

Air France

With all the airlines whooping it up last year about the speed of their jets,

Carter's



Volkswagen

Air France

Steuben Glass

Air France chose to position itself in this adroit advertisement as the line with *more* than just jets. The plus they chose to accent was what comes naturally to the French: Superior cuisine. This ad did it with a headline idea: "7-course meal—1600 miles long." Appetizing color shots of each course were accompanied by captions that indicated the distance in miles between each (approximately 250). The combination said jet speed and gustatory glories all in one fell swoop. Glenn Verrill of BBDO wrote it. Martin Stevens was the art director.

Steuben Glass

This was the best-written ad of the year, I thought. It may also have been the most daring. An eight-pager in *The New Yorker*, it took the presumptuous stand that its audience didn't need to be sold Steuben glass, that what it most wanted was instruction on how to appreciate it. Lou Redmond's elegant copy treats Steuben glass as a cult to which many aspire, but few are chosen. In a manner both literate and benign, it takes the reader by the hand and tells him what to look for in Steuben, why it's good, and what gives it beauty. A line I like: "Steuben glasses vary by perhaps an eighth of an inch. This marks the difference between science and art. It is the craftman's humanity asserting itself." Ogilvy, Benson & Mather's Bert Wells was the art director.

Campbell's Tomato Soup

This was an ad that struck a blow for advertising as well as powerfully reminding housewives that in these days of skyrocketing costs, one food had held the price line. Ad contained a reproduction of a 39-year-old ad for Campbell's tomato soup featuring the price of 12¢ a can. Headline asks, "Have you checked the price lately?" Since the 12¢ price is still fairly common today, the ad makes a strong case for the economy of Campbell's products. Not stated, but strongly implied, is advertising's role in the increased volume responsible for savings passed on to the consumer. Leo Burnett's Ella Jane Buckman wrote the copy, Lee Stanley art-directed. An ad of stature and importance.

Edison Electric Institute

Most of my Top Ten for 1960 are on the clever side, maybe even brilliant. This one isn't. Doesn't even try to be. It's just *right*. Picture and headline work together to sell the two greatest advantages of electric heating with trip hammer effectiveness. One: It's clean heat. Two, it's safe. The point of cleanliness is made graphically and with the utmost relevance—a lace handkerchief running along the greatest dust catcher of them all, a Venetian blind. The point of safety is made by use of a single word, flameless. I guess this is underhanded selling and maybe even unfairly derogatory to one's competition—but it's so devastatingly telegraphic that my scruples are overcome by my admiration. Dean Coords of Compton was the cad who wrote the copy. John LaGrand was the art director.

Edison Electric

Shaw-Walker Cabinets

Here is the only ad in the group employing the indirect approach. You have to read the copy to get the story. The test of whether or not to use indirection is this: Will it attract enough readers to justify its failure to deliver a message to the page-flipper? This ad, I think, passes that test. The headline is highly provocative. The charred edges of the page hint of a fire story. Copy tells of a man who thought that his business was fully insured against fire. Came the fire, and he discovered that his records and files weren't. File cabinets may be fireproof, but papers inside char to nothingness in intense heat. Not so, Ken Ward's copy points out, with Shaw-Walker insulated files. Agency: J. Walter Thompson, Chicago. #

"To make the best, begin with the best—then cook with extra care."
This ad appeared 39 years ago...
Campbell's
TOMATO SOUP
Have you checked the price of Campbell's Tomato Soup lately?
Campbell's Quality

Campbell's

Shaw-Walker

What's Doing on the Legal Front . . .

Controlled Marketing of Fashion Merchandise Disputed in Dior Litigation

By Sidney A. Diamond
Member of the New York Bar

Since the death of Christian Dior on Oct. 24, 1957, the international organization established to promote his fashion creations has continued to function and the name "Dior" retains its commercial magnetism. Court papers filed in connection with a current lawsuit in New York reveal some details of the merchandising methods used for this purpose.

Sidney A. Diamond

The name Christian Dior has been registered as a trademark in numerous countries, including the United States, and these registrations are owned by a French corporation known as Societe Comptoir de l'Industrie Cotonniere Etablissements Boussac. In addition, there are two Christian Dior corporations, one in Paris and the other in New York. Both of these corporations also are owned by Etablissements Boussac. The New York Dior corporation is authorized to use the trademarks on ladies' fashions in the U. S.; the French Dior corporation is authorized to use them in France and throughout the rest of the world.

■ The promotion of fashions in the United States starts with a legal handicap: Dress designs are not protected against copying under our law. Once a new style is exposed to public view, anyone is free to reproduce it. Faced with this basic problem, the important fashion houses have developed various merchandising techniques to protect the value of their names.

Dior divides U.S. retailers into three classes. It sells original models to a selected group of stores for the purpose of making and selling high-priced reproductions ($100 and up). These stores are permitted to use the Dior name in advertising the authorized reproductions, but the name is not permitted to appear on the dresses themselves. The price of an original model, incidentally, is said to run from $750 to $7,500.

■ The second group of retailers consists of a relatively small number of stores which are permitted to purchase Dior dresses on the understanding that they will be used as models for popular-priced reproductions (under $100) but that the Dior name will never be used in connection with the sale of the reproductions. These generally are sold as "Copy of Monsieur X."

Finally, there is a group of retail establishments in the U. S. which Dior traditionally has refused to authorize to copy its designs. A member of this group currently is challenging the Dior system by ignoring these restrictions, and that is what led to the lawsuit.

The defendant in the case is Alexander's Department Stores Inc., which operates four minimum-service, low-price department stores of the type that seems to flourish particularly in and around the New York metropolitan area (its main store is on Fordham Road in the Bronx). Alexander's is a substantial business; its gross sales run around $100,000,000 annually. On several occasions, its requests for the right to purchase and reproduce Dior garments have been refused.

Alexander's nevertheless has sold reproductions of Dior dresses for as little as $20 and $35, and has advertised them as copies of Dior designs. The two Christian Dior corporations and their parent holding company first objected by letter and then filed suit in federal court in New York City, claiming trademark infringement and unfair competition. They asked for an immediate injunction, and Alexander's countered by filing a motion to have the case dismissed.

■ The defenses asserted by Alexander's were not fully developed in these preliminary proceedings and the judge was not favorably impressed with them. However, Alexander's will have an opportunity to present these defenses in greater detail if the case goes to trial and some of them raise extremely interesting legal questions. For example, Alexander's is taking the position that the use of the name of the deceased designer Christian Dior is a fraud on the public, because purchasers are deluded into the belief that the dress designs were created by Dior himself. It is also argued that the Dior organization has been violating the antitrust laws by the restrictions it imposes on retailers. Since it sometimes is impossible to tell whether or not the antitrust laws have been violated until the U. S. Supreme Court has passed on the case, this defense may receive a considerable amount of further attention.

Federal Judge Dimock denied the motion by Alexander's to dismiss the case; he also denied the motion by Dior for an immediate injunction. The analysis of Dior's claim in Judge Dimock's opinion puts the merchandising problem in clear focus.

■ "All that we have here," wrote Judge Dimock, "is that defendant (Alexander's) has been selling copies of Dior models and saying either by word of mouth or newspaper or television advertising that they were copies of Dior models." He referred to the "indubitable right" of Alexander's "to copy plaintiff's models and sell the copies." Judge Dimock noted that Dior does not dispute this right; Dior simply "asserts that defendant in copying its models may not say that they are copies of Dior models."

■ The opinion goes on to state that "if someone sold dresses as copies of Dior models which were so poorly made that they were not copies, the sale would be subject to injunction at suit by Dior." But there was no such evidence about the copies sold by Alexander's. Judge Dimock said, "There is nothing false about a statement that a garment is a copy of a Dior model when it is such a copy," and concluded therefore that Alexander's had not been guilty of unfair competition in making such a statement.

Dior made another charge of unfair

The Many Things Media Do Besides Provide Exposure

". . . If we make calculations on the basis of cost-per-thousand, we know it is important to think of cost-per-thousand-eyes differently from cost-per-thousand-ears, or cost-per-thousand-minds. We know it is important to distinguish between seconds of exposure and minutes of study.

"We know that exposure does not guarantee communication, that the media that provide the greatest coverage and the greatest exposure are not necessarily those that also create the greatest product consideration and the most consumer reaction.

"And surely we know that, for many advertisers . . . in many cases it is better to sustain a level of awareness and impression against fewer people than to try to reach everybody with no frequency at all."

by Paul E. J. Gerhold
Vice-President, Media and Research
Foote, Cone & Belding

(excerpted from a recent speech at the Eastern Annual Conference of the 4-A's)

PHOTO BY DUANE MICHALS

For almost any marketing or media problem—with the single exception of the one where the only criterion is mass coverage at the lowest possible cost—America's many fine selective magazines are the answer. They provide customers who have the money to buy; the education and social status to be intelligently aware of an advertising message; most of all, the interest and emotional involvement with the editorial setting of the magazine they have selected to read. And the advertiser rides in on that interest and that emotion.

Most contemporary of all interests is a happy preoccupation with sport and the outdoor life; and most contemporary of magazines, SPORTS ILLUSTRATED.

As the ages of top executives go down and their incomes go up; as the suburbs flourish and the size of families grows—more and more does "the new face of leadership" in American life become that of the sportsman.

SPORTS ILLUSTRATED's circulation, now 950,000 weekly, has more than doubled, in six years; and the magazine stands 5th among all magazines in pages of consumer advertising.

Sports Illustrated

competition, based on the theory that the sale of unauthorized reproductions by Alexander's under the Dior name interfered with the contractual relations between Dior and its approved customers. Judge Dimock considered this argument fallacious, because it involved the assumption that Dior could grant retailers the exclusive right to use the Dior name in connection with copies of Dior models. This, of course, is a direct contradiction of the judge's ruling that anyone has the right to copy a Dior model and advertise that he has done so. Judge Dimock held that the "mere creation" of "a structure of contracts" could not generate a right that the law otherwise denied. "Interference with relations under an invalid contract provision will not be enjoined," he concluded; "one who has promised to give more than he has power to give cannot create that power by making the promise."

One final technicality remained. "That leaves for answer," Judge Dimock continued, "the question whether the registration of the name Dior as a trademark has created rights against defendant which entitle plaintiff to an injunction against the sale of copies of plaintiff's models accompanied by the true statement that they are such copies." He put the question and its answer in these terms: "Is there anything so sacrosanct about a trademark that registering the name Dior as a trademark would convert the innocent sale of a garment as a copy of the Dior model into a violation of Dior's rights? The answer is clearly no."

■ It is too early to tell what influence this opinion may have on the marketing of high fashion merchandise. If the case is fought to a conclusion, the final decision may be a long time coming; but the answers to some of these technical legal questions may very well change traditional marketing patterns in this industry. #

On the Merchandising Front . . .

The Food Super Stubs Its Toe–and Worse!

By E. B. Weiss

At a recent meeting of the Super Market Institute, a sobering report on the new stores opened by the food supers in 1960 was presented by Curt Kornblau, the institute's director of research. Here are some of the grim details presented to the institute on the performance record of those newly-opened food super units of 1960:

E. B. Weiss

1. Nearly two out of three are doing *less* business than planned.

2. All of those new supermarkets combined, averaged sales totaling 10% *less* than had been predicted and planned prior to their opening.

3. If a 10% margin of tolerance is allowed, nearly half of the new food super units opened in 1960 *failed* to come within 10% of their anticipated volume.

4. In 1960, one-third of the stores with a selling area of 20,000 square feet did *less* than $40,000 weekly volume. Yet five years ago, many food supers of only 10,000 square feet turned in a weekly volume of $40,000.

5. Sales per square foot in the new food supers amount to $2.62 a week, or 10% *below* that of a year ago.

6. That $2.62 square foot average of the new 1960 food super is more than $1 *below* the $3.71 over-all performance in 1959, taking in all SMI member stores, old and new. That is a drop of roughly some 27%!

Now it must be made clear that these are average figures. A number of food super units opened in 1960 did extremely well; some rather well, others did just well. But when the record of *all* food super units opened in 1960 is examined, it makes for mighty sober reading indeed.

■ What is more, the record in 1959 made equally sober reading as compared with 1958—and 1958 was not particularly encouraging when compared with 1957. I mention this so it will be understood that the grim record of 1960 was not simply an interruption in a protracted upward swing; the new food supers have been doing progressively *poorer* for a *succession* of years. And 1960 showed a definite and positive acceleration of the downtrend in the performance of the new stores.

This dismaying new-store performance of the food super comes as no surprise to me. For at least six years, in this column, I have been singling out the food super as an example of a retail outlet whose performance record left *much* to be desired. (Incidentally, each time I poked at the food super, one or the other of the business papers covering the food super felt compelled to rise up in defensive wrath and insist that I was totally wrong.)

Over two years ago, I completed a study entitled: "A Critical Appraisal of the Food Super's Future." In the more-than-two-year old study, I made these points:

1. The food super is not the epitome of retail efficiency on which it prides itself.

2. It doesn't move the units of food per square foot that it did in its early days.

3. Smaller food supers were showing a better square foot performance than larger store units.

4. "At the end of 1957, no less than 60% of the new units of the food super were doing less business than planned. And, if their volume was less than planned, then their net profits were almost non-existent."

5. New food super units get competition from five or more established units.

6. The number of families per food super is on a constant decline. "The point of diminishing returns has clearly been reached."

7. New store units are being opened in too large numbers.

8. New food super units are so similar that shopper loyalty is plumbing all-time lows. Few food supers get the lion's share of the total shopping of more than a tiny percentage of shoppers.

9. The food super earns an exceedingly poor and still dwindling return on investment in its new stores.

10. The food super earns almost no profit on food.

11. The food super earns a poor profit on non-foods and will do worse because it cannot compete with discount rivals.

12. On *food*, the food super requires a margin averaging 21%. When discount houses can earn a net profit on *hard and soft goods* at markups of not more than 24%, the food super is in trouble. "It is no longer a low-cost outlet; its vaunted efficiency in retailing food is a myth."

13. The most dynamic growth in *food* retailing would occur in non-food outlets. The discount chain, in particular, would undersell the food super on food.

14. The shopper was beginning to ask herself why she should go through the considerable physical effort involved in self-service shopping in the food super for mythical food savings.

15. The shopper no longer saved even time when shopping at the food super.

16. The shopper covered only a tiny fraction of the total food super area.

17. The peak hour problem had become intolerable so far as the shopper is concerned.

18. The food super's delegation of so much of its retail function to suppliers would eventually hurt the food super.

19. The food super's concentration on deals, co-op allowances, etc., meant that it was a landlord, not a merchandiser, that it was buying everything but profitable velocity of turnover—and would ultimately pay a penalty.

20. The average ticket had not increased in proper ratio to the increase in total inventory, diversification of inventory, addition of big-ticket items.

21. Turnover rates were regularly plumbing new lows.

22. The controlled brand would not solve the food super's many problems.

23. The New Products Committee and the Buying Committee were monstrosities.

24. The net operating profit ratio, before taxes, was on a regular decline.

25. The food super's operating expenses were rising with dangerous rapidity.

26. If the food super could not earn a satisfactory net on *food*—it would not earn a satisfactory net on *non*-foods.

■ I made a number of other points with respect to the failings of the food super in that 1959 study (which was published in 1959 but was actually written in 1958). Incidentally, copies are still available on request.

I still remember the quite vicious attacks on that study made at the time by several of the self-appointed champions of the food super. There is none so blind as those who feel they cannot afford to see!

I think there is little doubt that the food super's new store units in 1961 will make an *even more* dismal showing than in 1960. This is a safe prophecy because the food super has failed to improve even one of the situations I have enumerated —and the competition it will get in 1961 from non-food outlets, especially from the newer types of big discount chains,

The Creative Man's Corner . . .

So Why Buy?

OUR COMPETITORS' WHISKY IS MARVELOUS

. . . so why buy *Grant's?*

Just this. Grant's Scotch carries an age label. Whisky that does not carry an age label need not be more than four years old. Grant's 8 Year Old is aged twice as long. This extra ageing gives extra softness and mellowness. Grant's Scotch whisky, in the tall triangular bottle—the largest-selling 8-year-old Scotch in America. Worth the little more, $6.90* a fifth.

. . . so now try *Grant's!*

* Price varies according to state tax and freight.

Austin, Nichols & Co., Inc.

Typical of the striving for individuality in advertising these days is this ad for Grant's—with the remarkable admission that competitive Scotches are, of all things, "marvelous." If this is irony, it will rust waiting for the average Joe to get the implication.

What happens is not even a double-take—an advertiser *honest* enough to admit his competitors distill exceptional stuff? What happens is that one sees the headline, realizes there must be a trick hidden somewhere, a trap. For readers by this time have grown to accept the fact that advertisers buy space or time to exploit the superiority, real or supposed, of their products. This ad, therefore, flies in the face of an accepted strategy. It is simply not credible that an advertiser would take space to make such an admission. If Grant—or Austin, Nichols & Co.—wanted to seem genuinely candid, the headline ought to have read, "Undoubtedly you consider our competitors' whisky marvelous. . . " A reader could have identified with a statement such as this. But he certainly cannot bring himself to accept what is now said.

The copy argument endeavors to answer the question, "So why buy Grant's?" But by this time the mind is so confused, the point of the ad never comes through—that Grant's carries an age label.

But all is confusion. "Whiskey" is spelled "whisky"—for some reason, when it's Scotch it drops its "e"—and "aging" is spelled "ageing." Undoubtedly because the left over "e" had to be used *somewhere*. #

WHAT MAKES GOOD HOUSEKEEPING DIFFERENT?

OUR READERS LIVE WHERE THE SALES ARE

Of the three women's service magazines, Good Housekeeping has the highest percentage of its circulation in the top fifty metropolitan and suburban areas where retail sales are highest.

Retailers know this. In cities of 100,000 and over, they spend more of their own money for retail tie-in linage with Good Housekeeping than with Life, Saturday Evening Post, Better Homes and Gardens, Ladies' Home Journal, Look and McCall's combined!

Surprise? Here's another. Our young readers have higher family incomes than the readers of McCall's and The Journal.

That's what makes Good Housekeeping different—and that's what makes it a great advertising medium.

GOOD HOUSEKEEPING

MAGAZINE AND INSTITUTE

REPLACEMENT OR REFUND OF MONEY ★ Guaranteed by Good Housekeeping IF NOT AS ADVERTISED THEREIN

A HEARST MAGAZINE

And among the **other** differences are these marketing strengths — a combination of advantages no other magazine offers its advertisers:

1. GOOD HOUSEKEEPING INSTITUTE — for product investigation
2. GOOD HOUSEKEEPING CONSUMERS GUARANTY
3. GOOD HOUSEKEEPING CONSUMERS' GUARANTY SEAL—for merchandising
4. CONSUMER RESEARCH PANEL — with 20,000 members
5. MATCH-A-MARKET — five regional editions
6. HEARST TRADING AREAS SYSTEM OF SALES CONTROL
7. BUYERS GUIDE — purse-size listing of products with Consumers Guaranty

will be fierce.

Since the food super can't beat this competition, it is starting to join the new competition; the food super is opening leased departments in discount chains. That will help the food super.

But the era of dynamic growth of the food super *in its present form* is definitely waning. Unless and until it can develop techniques that will enable it to become once again a *low margin* retailer of *food*, its tailspin will not merely continue, but will worsen.

■ The food super started out with a marginal requirement on food of about 10% to 12%. It now requires a 21% margin on food—an increase of *just about* 100%! That made it self-evident that the food super would stub its toe; indeed, I suspect the food super has done more, much more, than merely stub its toe! =

What They're (Really) Saying . . .

—By W. H. Everett

"Last damned field trip I'll ever suggest!"

Agencies Ask Us . . .

Seven Questions to Ask Before Buying an Advertising Agency

By Kenneth Groesbeck
Advertising Agency Consultant

"How much should we pay for work in process?" asked one of my clients recently, who planned to buy an agency. "Presumably," he continued, "since our markup is 20%, we can afford to pay at least 10% on the billing involved, can't we?"

Kenneth Groesbeck

I shuddered as I realized how close to the financial reefs my client wanted to sail, and hastened to advise him there was considerable difference between markup and profit.

All of which made me wonder if it wouldn't be useful to point out seven areas in which agency principals go haywire and lose cash money in large bundles when buying an agency, either to supplement their own billings or to start fresh in the business. So here goes.

(1.) WHAT ARE YOU BUYING? Physical assets, premises, rental contracts, good will, billings, accounts receivable, work in process? Your first step must be to write down exactly what you are planning to spend money for. This may seem obvious, but you would be surprised how many deals are proposed and consummated on vague generalities, about assets real or imaginary, on entirely inadequate information.

The last one I heard of existed in the case of a merger between two agencies with combined billings estimated at $80,000,000. The estimate proved to be about $20,000,000 off. So it isn't only the little fellows who make mistakes. The big ones just cost more. So as you list these presumable assets, define them carefully. Be sure they are (and will be) assets rather than liabilities. Just what do you and the persons you are buying from mean by these various terms? Be sure you are talking the same language. Don't wait until later to find out.

(2.) WHAT BASIS ARE YOU USING FOR EVALUATION? Replacement value or original cost minus depreciation in the case of equipment and other physical assets? Why? Whose word are you taking for what values? The seller's? Why? And if you are evaluating billings (those fleeting and evanescent treasures which so often prove mirages) what assurance have you of their reality? Yes, assurance, not just hope. Has the client been brought into anybody's confidence, by any chance? Or has he just been left in the dark, because to consult him might "rock the boat." Believe me, "rock" is a mild term for it, when he is offered, as a *fait accompli*, a brand new agency picture he may or may not like.

(3.) ARE THE VALUES SET PROVABLE? Or probable, or possible? To what future contingencies may they be subject? And are they possibly fraudulent? Of course this question stems from the fact that an advertising agency's value is primarily its billings, presumably unhampered by unwise deals, presumably productive of a gross income of 20% or more on such billings, and presumably to continue. There are a good many "presumably's" in that description, and perhaps we should have used more of them. In a word, you are buying future performance. You cannot too carefully examine the *probabilities* here. Nowhere do the "best laid schemes o' mice an' men," as Bobby Burns put it, more often "gang a-gley" than here.

Barring actual guarantees of continuance by responsible clients, shifts are more likely than not, especially where new agency personnel are involved. New ownership gives the client an "out" if he has been looking for one. His obligations to past ownership are now discharged. He fears a change of agency policy—so "it's a good time to be looking around to see if we can buy anything better, or for less money." Very dangerous time, indeed.

(4.) WHAT PROTECTION IS GIVEN YOUR INVESTMENT? This question follows logically, of course, on the former one. Here I mean rather what protection does the seller offer you as part of his package? Probably "let the buyer beware" applies, as usual. But if some additional protection is offered, how good is it? Why offered? Good sign, or bad? Any insurance involved? Any commendable realization, on the seller's part, of the chance you are taking? Any possible recoveries, in case of the unexpected happening?

(5.) WHAT ARE YOU INVESTING? Your time only? Your money? Your credit? Your reputation? Money isn't the only way you can pay for an advertising agency ownership. You can buy on mortgage, as it were. You can make any one of many financial arrangements. You can borrow the present agency's working capital. You can use its contracts. You may even be able to use its credit, if it is worth using. You must watch your step, however, on what you take over in the way of obligations.

■ Many an honest man has found himself possessed of more "promises to pay" than accounts receivable, after the deal has been signed, sealed and delivered. Remember, when you buy a going business, you buy its liabilities as well as its assets. Look most carefully into the character of both. Here, in the intricacies of bookkeeping, lie many possible pitfalls. Doctors write prescriptions in Latin; so do lawyers and accountants. Insist on understandable English from both.

(6.) WHAT ESCAPE HATCHES ARE PROVIDED? This question, akin to No. 4, above, reminds you to set down "the worst that can happen" and what you will be able to do in case you figured wrong, or the unexpected blows up in your face, as it has a habit of doing. "Hedges," we call them in Wall Street. "Margins of error," the engineers call them, before okaying bridge specifications, for example. Commendable recognition of the fact that "nobody knows all the answers."

(7.) WHAT LEGAL AND FINANCIAL EXPERTS ARE YOU USING? Important in answering this question are two things. First that you *do* use experts, because "the man who is his own lawyer has a fool for his client" and second, that whomever you do use understands not only his own profession, but the agency business. Our business is totally unlike most others. Only a specialized lawyer or accountant can advise you properly on what to do and how to do it.

■ There are your seven questions. After you have asked them and had them answered, it will be helpful to draw up a blueprint and budget of the new agency's operation, as you project it for the first year after you have bought it.

Here, if you divide the good possibilities by two and multiply the hazards by six, and carefully avoid fooling yourself with hope and the good wishes of friends, you may get an approximate idea of what you are up against. =

Employee Communications . . .

Strike Discussion Enlivens Panel

By Robert Newcomb and Marg Sammons

(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

In personnel work, candor is becoming more and more the order of the day. At the recent mid-winter personnel conference of American Management Assn., held annually in Chicago, four men took a realistic look at industrial history in 1960 and discussed what was to be learned from it. The moderator was Victor Riesel, crusading columnist long-accustomed to saying what he believes, and the other three were representatives—at the employe relations level—of U.S. Steel, General Electric and Pennsylvania Railroad, all targets in 1960 of the displeasure of organized labor.

Ten years ago few if any officials of industry would have come forth with the same frankness or sense of realism. They discussed management attitude, preparations for conflict, techniques of communication and future plans. Moderator Riesel, not one to spar with significant issues, had to do little prodding or probing—the representatives of the three companies spoke right out, as the saying goes, in meeting. For the record, the three were Heath Larry, U.S. Steel's administrative vp of labor relations; Philip D. Moore, who manages employe relations for GE; and James W. Oram, vp of public and employe relations for the Pennsy.

■ It would be impossible, in this brief space, to summarize the talks, but it might be said that there is a clear and mounting managerial wish that the working people of America could be better informed of the bread-and-butter economics of the country. None of the panelists seemed prepared to hazard a guess as to the contemplated procedures of the new Labor Secretary, Arthur Goldberg; it was noted that he hadn't been in office long enough for any fair man to leap to a conclusion. But it was evident at the panel, and among the lobby conversationalists afterward, that 1961 is going to need a lot of effective plant-level com-

FULLE
3½ HOUR PA
MIRACL

PROBLEM:

W. P. Fuller & Company needed true-to-life reproduction of their full-color line of paints, BUT ONLY IN SELECTED MARKETS WITHIN THEIR DISTRIBUTION AREA!

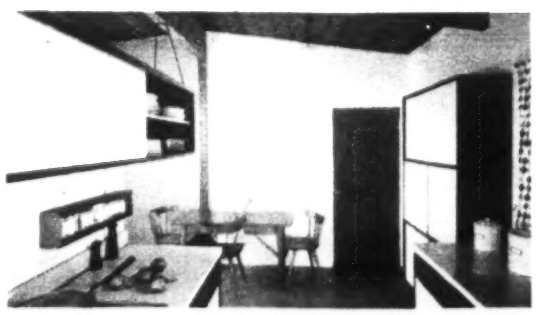
10:00 A. M.

Over half through already! Fuller Interior Latex does the job twice as fast as old-time paints. And there's no "painty" odor.

11:30 A. M.

You've a beautiful new room, rich in color beauty that will last for years! Fuller Interior Latex dries to touch in minutes . . . rinses neatly from roller or brush under the water tap . . . costs no more. Choose from 216 decorator colors at your Fuller dealer now.

NEW EASY-PAINTING ENAMEL, TOO!
Fuller Semi-Gloss Interior Enamel is ideal for kitchens, woodwork and baths. Dirt whisks off with a damp cloth. Try it!

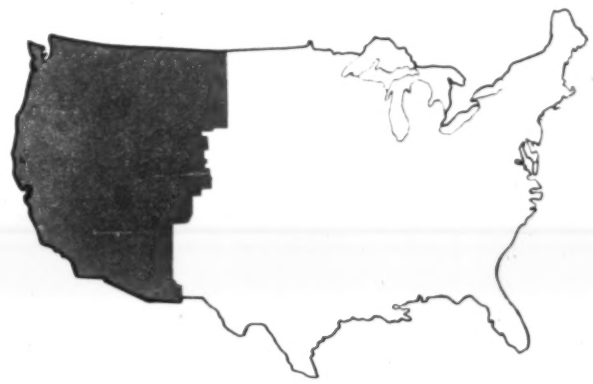


FULLER
PAINTS · GLASS

SOLUTION: Home Edited Gravure Magazines...like the Arizona Days and Ways Magazine in Phoenix.

W. P. Fuller & Company distributes and sells its line of paints in ten western states. "By using six home edited gravure magazines, in our marketing area," says Palmer Field, Director of Advertising for the company, "Fuller is able to reach over two and a half million families in the five metropolitan areas that account for a major share of our paint sales. And, most important, we deliver these selling messages in superb, true-to-life reproduction of our full color line."

Only locally edited magazines offer regional and national advertisers full-color magazine reproduction in 5,851,749,684,520,334,682,271,908,086,030,848,019,660,800,000,000 different major market combinations. Use them as your tactical ad force in 40 major markets.



The Arizona Days & Ways Magazine is a member of the Locally Edited Gravure Magazines listed below. It is also a member of Metropolitan Sunday Newspapers (Sunday) and is one of the 54 individual Home Edited Gravure Magazines serving 40 of the nation's leading markets.

AKRON BEACON JOURNAL • ATLANTA JOURNAL AND CONSTITUTION • COLUMBUS DISPATCH • DALLAS TIMES HERALD • DENVER POST • HOUSTON CHRONICLE • INDIANAPOLIS STAR • LOUISVILLE COURIER-JOURNAL • NEWARK NEWS • NEW ORLEANS TIMES-PICAYUNE • PHOENIX ARIZONA REPUBLIC • PITTSBURGH POST GAZETTE & SUN TELEGRAPH • ST. LOUIS GLOBE-DEMOCRAT • TOLEDO BLADE • WASHINGTON POST TIMES HERALD

municating on the part of management and a real sense of labor-management cooperation. They just hope to see plenty of both.

The annual AMA conference—largest and certainly the most significant of the practical personnel confabs—shed informally a little light on trends in employe communication. While austerity has been ushered into management's household and invited to stay a while, quite a few management people recognize the need for more—rather than less—communication. The change in political parties in Washington has evidently brought some of this about, but more than one veteran of industrial relations contends that business and industry have learned to communicate because it's important to survival.

One corridor prediction which was noted among the informal conversations at the Chicago pow-wow: As at the strike panel, the candor of management is obviously carrying over not only into the oral but into the written language of management, and you'll see more of it in the coming few months than ever before. On the subjects of competition and its relation to economic survival, managements are expected to have a few firm words to say. #

The Peeled Eye Department . . .

Is There a Dr. Dichter in the House?

By Dick Neff

Be an M.R. Genius—Explain This Ad

"I dreamed I was a knockout in my Maidenform bra," says the somewhat aggressive dame in the advertisement shown here, probably the least feminine ad for chest supporters that ever made us cower behind our punching bag.

Dick Neff

We wish Dr. Dichter or some other motivational research genius would tell us what gives with this ad. Everything about it stumps us. The floozy hair style (in glorious platinum color). The implication ("I dreamed I *was*") that girls who wear Maidenform bras are knockouts only in their dreams. The unfragrant ringside effluvia the picture evokes. The burlesque runway costume. The lipstick that looks as if it was slapped onto her mouth by Jackson Pollock.

I dreamed I was a knockout in my *maidenform bra*

basic structure of each selling concept as it is developed further in the successful stages of creative work.

You must have truly exceptional desire to do the complicated work of organizing ideas in a most simple manner.

You'll have (2) writers under you.

WRITE LETTER GIVING DETAILS OF PAST EXP. & EARNINGS TO:
NT336 TIMES

We looked forward with alarm to a whole series of such ads. "I dreamed I went weight-lifting in . . ." "I dreamed I went ditch digging in . . ." "I dreamed I was a bearded fat lady in . . ."

We've thought and thought about this and we think we've finally figured out what the psychology of this advertisement is.

We'll bet that it's directed at women who want to scare some guy and that the bra, which, we note, is also available with "light foam lining," probably contains either a five-pound horseshoe in each cup, or a coil of barbed wire connected to a Hot Shot battery in one of those silver gloves.

What's *your* guess?

Super-Marketing Man

Under the sign "Cosmetics, Health and Beauty Aids," the Rumson, N. J., supermarket stocks a goodly supply of Southern Comfort, Royal Hawaiian Passion Fruit Liqueur, Heaven Hill Kentucky Straight Bourbon Whiskey, Gilbey's Gin, and other salubrious items.

The manager, Johnny Cole, incidentally, teaches a college course in marketing, and with a head like that on his shoulders, we can see why.

Help-Not-Only-Wanted-But-Desperately-Needed Dept.

"The attached from the past Sunday *New York Times* defeats me," writes Lynn Kimmel of 404 E. 55th St., New York:

COPY CHIEF
Agency exp, Consumer Goods or Services . . . Here, you must formulate a selling concept comprehensively and in depth. Then you must evoke the concept powerfully in human terms. You must do this for more than 40 selling concepts each 6 months. You must maintain the

Says Miss Kimmel: "Even after 10 years' experience as a copywriter, all I can think of to write to Box NT336 is 'Mister, you *need* help! Or a copy of "The Art of Plain Talk" '."

Another fascinating little gem from the want ad columns is this one spotted by Frank Rice:

Ad Agency Mgr., direct 1 man agency
TY 9-5953 after 7 PM

Typographical Boo-Boos

A typo in a recent "Peeled Eye" column reminded Kenneth M. Luther of the one about "the Connecticut farmer whose classified ad offered for sale a slightly used wench. The following week a correction was printed which said he actually had a winch for sale and would people please stop making jokes about his spinster housekeeper who 'meerly loves with me'."

Free Ad Translation Service:

"Happy news for weight-watchers!" exults a harmless bit of Quaker Puffed Wheat puffery . . . "Fewer calories in a bowlful than any other kind of cereal! Quaker Puffed Wheat—43 calories . . . About *half the calories* on the average than a bowl of any other kind of cereal—full standard measuring cup servings!"

Translation: Quaker Puffed Wheat contains more air than any other kind of cereal!

And we might add that, judging from this sample, Quaker Puffed Wheat advertising contains about half the correct grammar of a bowl of any other kind of advertising. #

Salesense in Advertising . . .

Jottings from My Notebook

By James D. Woolf
Advertising Consultant

"We believe a thing," wrote Frederick H. Lund, "as long as there is nothing in our experience to deny its reality. We believe in Santa Claus and in fairies until we realize the incompatibility of their existence with known facts. We believe in the reality of a statement as long as there is nothing to dispute or contradict it."

James D. Woolf

Chapter I of the First Book of Moses tells its story with approximately 800 words. The "product" it has to sell—a concept about the origin of the world and man—is a tough "copy" assignment. But, tough or not, millions upon millions of people, over a long period of time, believed this story and have been "sold" by it. It is interesting to note that not one of those 800 words is a superlative. Lincoln used only 269 words in his immortal Gettysburg Address—*and not a superlative among them!* Copywriters have much to learn about the power of understatement.

* * *

It is my conviction that advertising loses nothing by being as pleasant, sociable and gladsome as the nature of the objectives permits. The primary purpose of all advertising is to make friends. Advertising that makes people feel good, that offers them just a little escape from the anxieties that weigh them down, is very good advertising indeed.

It is my belief that, generally speaking, the positive type of approach is preferable to the negative. Everybody wants to be happy; everybody likes to read good news. Most persons try to avoid thinking of unpleasant subjects. A happy, smiling child enjoying a bowl of corn flakes is more inviting than a petulant, grouchy child scowling over a breakfast he won't eat.

* * *

People *want* information about products that promise them important benefits. Long copy is justified when it imparts *wanted* information. It would no doubt would be possible to write pages of text about chewing gum, but few people would read such a dissertation. But the man who is losing his hair or getting too fat; or the man who is in need of a new typewriter or a television set; or the man who is worried about next winter's heating bill—he has a need and a problem *and he WANTS information.* It appears to me that there are many advertisers who are failing to exploit important benefits inherent in their products. They have argued themselves into believing that nobody reads advertising anyway.

* * *

What counts most heavily is not the size of the space; it is the size—*and credibility*—of the promised benefit.

* * *

"It is not the purpose of advertising to be remembered, or liked. The purpose of advertising is to make the product remembered and liked and, therefore, purchased—even at the risk that the advertising will soon be forgotten."—Alfred Politz.

* * *

"No good campaign was ever continued too long, and no good advertisement was ever repeated too often."—David Ogilvy.

* * *

"The most important job of an advertisement is to center all attention on the merchandise and none on the technique of presenting it."—Roy Durstine.

* * *

It is a responsibility of advertising to teach people how to live in this hard world of ours with the maximum of comfort, security and contentment. Copy that is *totally* competitive is never written in a spirit of warmth and helpfulness. And if it is unfairly competitive, as much of it is, its endearing qualities are notable for their absence.

* * *

In our headlong rush to get things done, it seems to be getting harder and harder to take time out to think. Demands of the moment crowd us and plague us, it seems, relentlessly; and the urge to accept things as they are is a temptation often too strong for our will to resist.

* * *

The notion, which prevails in some quarters, that remindership and mere name publicity are the primary functions of advertising is nonsense. If there are important things to say about your product, *say them in your advertising.* Advertising is the only sure-fire vehicle at your disposal for transmitting to the public accurate and complete information about your product. #

* * *

Mr. Woolf's articles are available in a handsomely-bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill., for "Salesense in Advertising," available on five days' approval.

What They Were Saying 25 Years Ago . . .

Dudley Crafts Watson, art critic, speaking at a luncheon opening the 4th annual exhibit of the Art Directors Club of Chicago (AA, April 20, 1936):

"Automobile designers and others who have studied industrial design have created products which combine beauty and utility in large measure. Advertising is far more beautiful today than ever before. In fact, it is much more interesting than the text matter provided by the editors. But there is a great opportunity now to employ some of the ideas which have made such rapid headway in the field of fine art, but which have not been adapted to the commercial field."

Salmon Group, Nabisco Tie In

The Canned Salmon Institute and National Biscuit Co. will tie in to promote canned salmon and saltine crackers, built around a recipe for New Orleans salmon chowder. Two-third pages in color will run in *Ebony*, *Family Circle* and *Woman's Day*. Tv spots will be seen on "Wagon Train," "Rawhide" and several daytime shows. Point of purchase material also is being used. Cole & Weber, Seattle, agency for the Salmon Institute, developed the promotion. McCann-Erickson, New York, Nabisco agency, is handling the tv portion.

PUBLICITY

in 2093 Cities!

Send for a copy of FEATURE Magazine, America's prime publicity medium. It reaches all editors in the 2093 largest cities of the U.S. with your feature releases. Hailed by Newsweek! Used by scores of major companies and top PR firms. On your letterhead, please.

CENTRAL FEATURE NEWS, INC.
1475 BROADWAY, N. Y. 36

Respect Objectivity of Researcher; It's for Agency's Sake: Pomerance

Prime Responsibility Is to Keep Agency Thinking on Track, Says FC&B VP

MIAMI, March 9—"If you want a salesman, hire a salesman. If you want a sales promotion man, hire a sales promotion man. But if you want a researcher, recognize that he has to work a different way."

That's the advice given by Eugene C. Pomerance, vp. and research director of Foote, Cone & Belding, Chicago, to members of the Advertising Club of Greater Miami last night. "Different way," roughly, translates as "objectively."

He also told the admen that an agency research department's primary function is to serve the rest of the agency, not the client.

"It's in your own selfish interest to never ask a research department to prostitute itself," he said. "The researcher's honesty and apparent negativism is "for your benefit more than it is for his," the speaker added.

"Never ask a research man to come up with the answer you need to sell the campaign, or the answer you want to save face, or to get something done the easy way," Mr. Pomerance cautioned the admen.

"Because once you know that your research man can be bought, once you know that he will rig a job for you, you will never be able to trust him again," he warned.

■ Research men exist to provide "objective, honest, thorough, complete information, analysis and interpretation," he said, and predicted that the adman who has corrupted his researcher "will have nowhere to go" when he finds himself badly in need of just such objective information.

Advertising needs specialists in getting objective information, Mr. Pomerance said, because admen and their contacts, in general, are atypical consumers, very different from the kinds of people who must be reached to sell most products in quantity.

"Whenever I hear an adman say, 'My wife's a typical consumer . . .' I say, 'rubbish' (or some shorter and more descriptive word)," Mr. Pomerance said. He recited a "batch of statistics" that he had brought along to let his listeners see for themselves "how far from average they happen to be."

Objectivity is only one cardinal point admen must understand about researchers to use them effectively, Mr. Pomerance stressed in his speech.

■ Another is appreciation of the fact that the research department has "a lot of tools and will waste a great deal of time and may never do its users any good unless the problem referred to it is defined accurately, precisely and narrowly," he said.

Using copy testing as an illustration of the latter point, he said that instructing the researcher only to "do a copy test" is equivalent to telling a carpenter, "Build me something out of wood."

Productive service to the rest of the agency is the first task of an agency research department, Mr. Pomerance said.

"Second," according to him, "comes a consulting service to clients; third, a productive service to clients—for pay; and fourth, the technical function of self development."

He stressed that he put productive service to clients—"that is, research projects and surveys to answer client questions and needs"—in third position.

■ "Because there is a great deal of misunderstanding on this, I cannot emphasize this one point too strongly. The major purpose, the first purpose, the primary reason for an agency research department—the real reason it was created and continues to live—is to provide knowledge to those who create and place the advertising, to the other people in an agency," Mr. Pomerance said. #

STARCH TOPPERS—*Quality Bakers' Sunbeam bread poster was the top noted poster for the four weeks ending Feb. 1 with a copy performance index of 84 in Starch National Outdoor ratings. Second was Standard of Indiana's De-Icer poster, with 68, and third was Coca-Cola, with 65. The remaining seven of the top ten, with performance index, were Rheingold (60); Armour ham (48); Wrigley's (48); Standard of California Chevron (43); Ford Falcon (41); Sunoco (38); and Shell (38).*

'Digest' Hikes Guarantee; Expects '62 Rate Boost

Reader's Digest, New York, has increased its average paid U.S. circulation guarantee to 12,500,000 effective with the March issue. The *Digest* rate base previously had been raised from 12,000,000 to 12,300,000 in January.

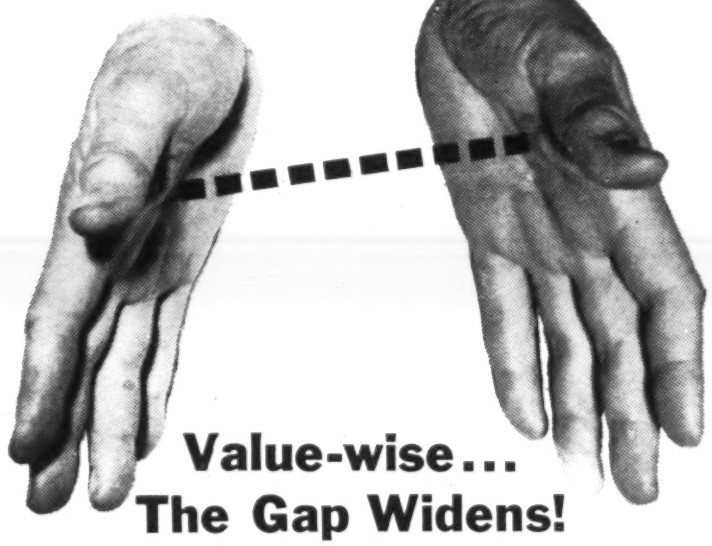
The publication will boost rates effective with the January, 1962, issue. The future figures will be computed in July by the *Digest*, and will be based on the publication's circulation and economic conditions at that time.

Carter Tests Micrainin

Carter Products has been testing several new products through Ellington & Co., New York, a new Carter agency, for some time. One of them, Micrainin, a 98¢ 30-tablet headache remedy, is now in about six markets. It was introduced in New York last month with split-run newspaper ads. One was headlined: "Do you know why intelligent people suffer more headaches than others?" The other: "Some of your most admired personality traits can cause your headaches."

Graham Adds Two Accounts

Hugh H. Graham & Associates, New Britian, Conn., has been named agency for the Stanley-Judd division of the Stanley Works, Wallingford, Conn., and the Isomode pad division of MB Electronics, New Haven.



Value-wise... The Gap Widens!

With over 618,000 circulation, the Journal-American's $3.07 milline rate is $.61 lower than the second New York evening newspaper and $1.82 lower than that of the third!

As Journal-American weekday circulation has gone UP, the milline rate has gone DOWN. It's exactly the opposite with the two other New York evening newspapers—lower circulation and higher cost. The Journal-American's milline rate is now 16.6% below the second evening newspaper and 37.2% lower than that of the third! The Journal-American is New York's greatest buy for home-going evening circulation.

Are your advertising plans getting full value from this significant fact?

NEW YORK
Journal-American

Represented Nationally by Hearst Advertising Service Inc.

Based on National Advertising Rates and A.B.C. Publishers' Statements for 6 months ending September 30, 1960.

FREE CRAYONS!

CRAYONS are a 'natural' as a give away or a self-liquidating premium. All children love to color, especially with these low cost, quality non-toxic crayons. We'll imprint your firm name on the crayon boxes.

Write Dept. 'A-1' on your letterhead for FREE Samples and details.

ADVANCE CRAYON & COLOR CORP.
36 Middleton St. • B'klyn 6, N. Y.

In SITKA People Buy The Products Advertised In This Paper

DAILY SENTINEL
SITKA, ALASKA
'Copters remove survivors from tanker Pine Ridge
Icy air sends temperatures to record lows in Dixie
New high seen in claims from N.Y. air disaster

Alaskans shop daily . . . with their Alaskan dailies. Stake your claim in our booming 49th state by placing your ads in one of Alaska's most successful dailies. Call your West-Holliday man for complete information.

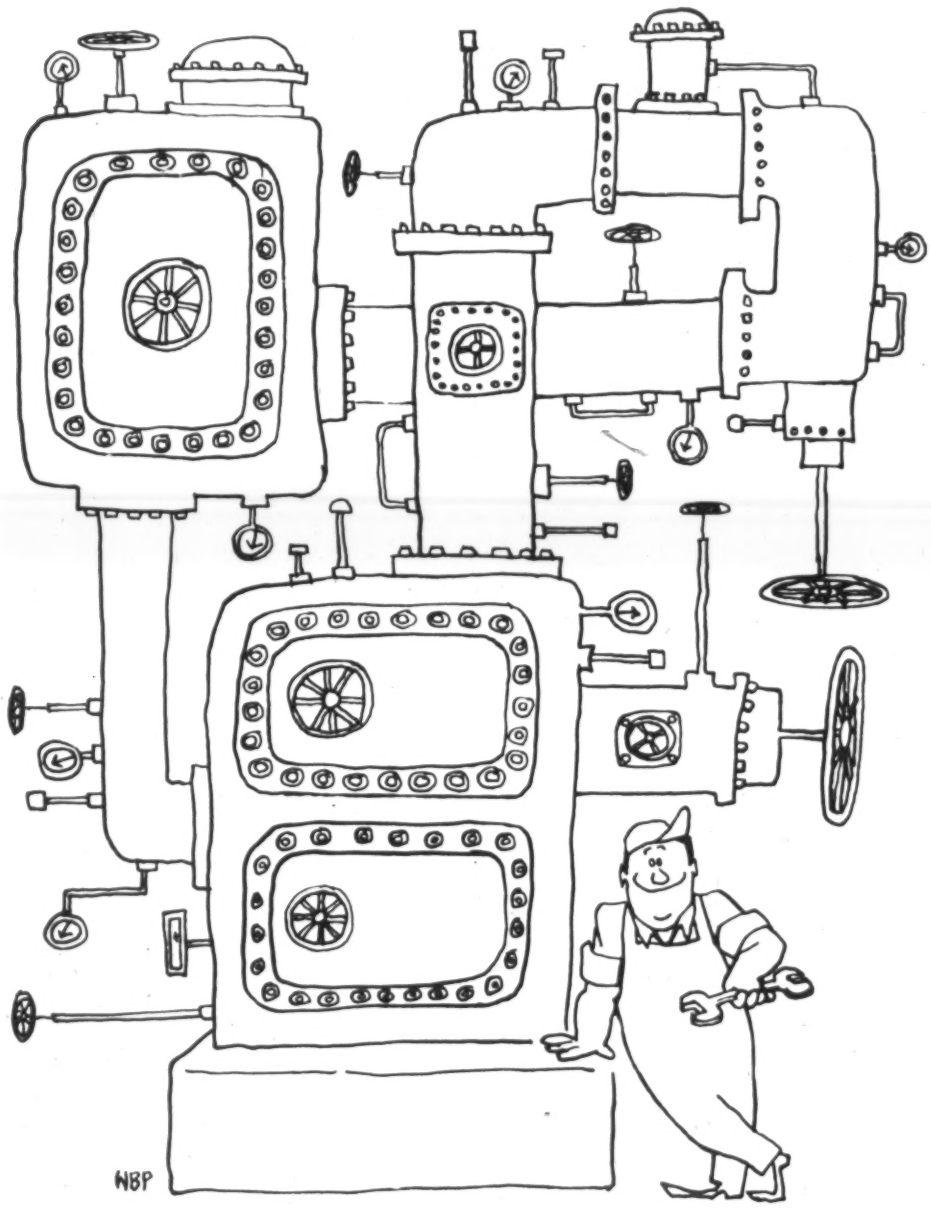
One of five great Alaska Dailies

REPRESENTED BY
West-Holliday Co. Inc. Owned and operated by Nelson Roberts and Associates
NEWSPAPER PUBLISHERS REPRESENTATIVES
NEW YORK · CHICAGO · DETROIT · DENVER · LOS ANGELES · SAN FRANCISCO · PORTLAND · SEATTLE

"How many editorial pages on Nikabobs did you carry last year?"

Every now and then a few well-meaning people ask us this about their products, undoubtedly in an effort to put some yardstick on editorial content. FACTORY applauds the motive behind such questions. Sees it give rise to an even bigger question: How to categorize and count pages in a publication dedicated to *"Better Production and Maintenance Through Better Management?"*

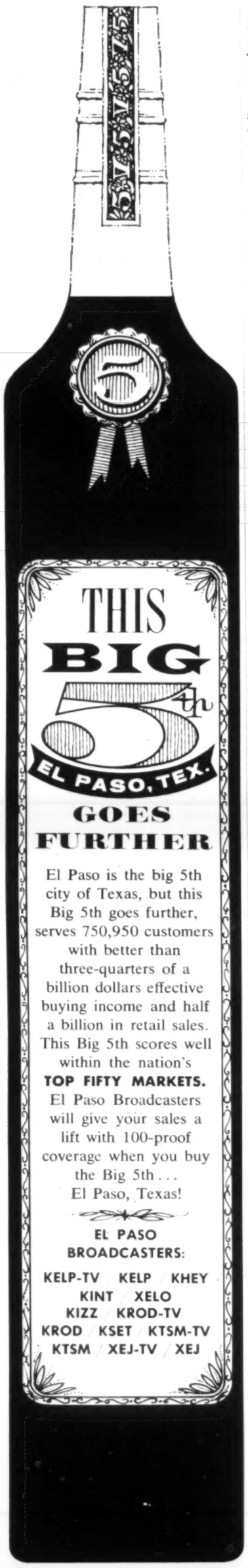
FACTORY's editors are concerned with helping readers solve plant problems . . . including those that are solved with new ideas, methods, even a change in *thinking*. Take the time to read through a complete issue of FACTORY. Certainly you'll find equipment covered in the editorial content. No, not hybrid stuff pollenized by manufacturers' literature. But where *needed* for complete coverage of the problem-solution. After all, there's room in the ad pages to talk pure "product," and so many advertisers are doing it so well in FACTORY these days. How about you?



FACTORY

A McGraw-Hill Publication • 330 West 42nd Street • New York 36.

. . . TO REACH MORE OF THE MEN WHO MANAGE PLANT OPERATIONS, AT LOWER COST, THAN ANY OTHER BUSINESSPAPER.


57 57 57 5
5
THIS
BIG
5th
EL PASO, TEX.
GOES
FURTHER
El Paso is the big 5th city of Texas, but this Big 5th goes further, serves 750,950 customers with better than three-quarters of a billion dollars effective buying income and half a billion in retail sales. This Big 5th scores well within the nation's
TOP FIFTY MARKETS.
El Paso Broadcasters will give your sales a lift with 100-proof coverage when you buy the Big 5th . . . El Paso, Texas!
EL PASO BROADCASTERS:
KELP-TV / KELP / KHEY
KINT / XELO
KIZZ / KROD-TV
KROD / KSET / KTSM-TV
KTSM / XEJ-TV / XEJ

New U.S.-Canada P.O. Rates Will Be Announced March 15

WASHINGTON, March 7—Representatives of the publishing industry were awaiting word last week on higher postage rates to Canada, which will be announced simultaneously here and in Ottawa March 15 (AA, March 6).

The new newspaper and magazine postage rates will be part of a broad agreement which is designed to improve U.S.-Canadian trade relations. The U.S. is reportedly raising the rates on newspapers and magazines in an effort to allay Canadian concern about the flow of U.S. publications into their country.

Pending the joint promulgation of the new arrangement, terms of the agreement are a closely guarded secret. Under international postal union conventions, and U.S. postal law, however, the Postmaster General can raise second class rates to about double their current level.

Demands for measures to curb the flow of U.S. magazines to Canada resulted in the creation of a royal commission, which took testimony from U.S. and Canadian publishers. The royal commission regarded the flow of U.S. publications to Canada as an unfair trade practice, and took the position that it could be reduced if U.S. postage rates were raised.

■ The "convention" establishing new rates was signed in Canada Jan. 12, and in Washington Jan. 13. It was accepted by President Eisenhower Jan. 19, as one of his last official acts. It provides that terms of the agreement are to be confidential until promulgated by the postmasters general of the two countries.

Post Office sources said the preliminary details toward implementing the new arrangements have been completed, and that the terms are to be published in the "Federal Register," our government's official journal of notice, March 15. They said a transition period will be provided for publishers to adjust to the new rates.

Three years ago, former Postmaster General Arthur Summerfield aroused a storm of protest when he proposed a sharp increase in rates on magazines and newspapers to Canada. After considering the views of publishers, he adopted a substitute proposal which eventually involved an increase of about 14%. At present, the rate to Canada is the same as the rate to the sixth zone in the U.S. In a typical instance, this means that a 1 lb. magazine, with 50% advertising, pays about 6½¢. At the full rate allowed, it could be charged as much as 13½¢.

■ Magazine publishers also came away from a meeting with Postmaster General J. Edward Day last week with the impression that the new administration will adopt the same policy on rates and public service that was followed by the Eisenhower administration.

A Post Office proposal deducting $269,000,000 from Post Office operating costs, to represent "public service," has reportedly been rejected by the White House. According to the publishers, the Kennedy administration will accept the $69,000,000 public service figure submitted by the former administration, and will advise Congress that the deficit to be covered by rate increases amounts to $843,000,000. #

HEINZ BABY FOODS CONTEST . . .
WIN A SECOND HONEYMOON
TO LONDON-PARIS AND THE RIVIERA
PLUS A NEW RENAULT FOR YOUR VERY OWN!
4 GRAND PRIZES!
884 PRIZES IN ALL!
*BONUS
HEINZ BABY FOODS 57

BABY WEEK—*This b&w spread during May in eight women's and baby magazines will herald Heinz' observance of National Baby Week (April 29-May 6) with its "Second Honeymoon" consumer contest. Smaller ads will appear in consumer magazines and Sunday supplements and the contest will be promoted with spot tv announcements during the daytime hours. Maxon Inc. is the agency.*

Leeds & Northrup Boosts Two

Leeds & Northrup Co., Philadelphia, instrument and controls manufacturer, has promoted John H. Harris, formerly file publications group chief, to section head of the new plans and copy section. At the same time, John B. Parker, formerly graphic arts group chief, has been named head of the new graphic arts section, which includes ad production.

Coming Conventions

*Indicates first listing in this column.

March 12-17. Associated Business Publications, management seminar, Arden House, Harriman, N. Y.

March 15-18. The Assn. of National Advertisers, annual West Coast meeting, Santa Barbara Biltmore, Santa Barbara, Cal.

March 16-21. National Federation of Advertising Agencies, annual management conference, Sahara Hotel, Las Vegas, Nev.

March 22. Assn. of National Advertisers workshop on shows & exhibits, Hotel Plaza, New York.

March 26-30. National Business Publications, annual spring meeting, El Mirador, Palm Springs, Cal.

April 6-7. Advertising Federation of America, 1st District Convention, Providence, R. I.

April 7-8. Southwest Assn. of Advertising Agencies, annual convention, Marriott Motor Hotel, Dallas.

April 10-15. National Assn. of Transportation Advertising, 19th annual convention, Gasparilla Inn, Boca Grande, Fla.

April 11. Premium Advertising Assn. of America conference, in conjunction with the National Premium Buyers Exposition, Navy Pier, Chicago.

April 13-15. Advertising Federation of America, 4th District convention, Dupont Plaza Hotel, Miami, Fla.

April 16-19. Association of National Advertisers, spring meeting, Hotel Sheraton Park, Washington, D. C.

April 17. National Society of Art Directors, annual meeting, Sheraton Towers Hotel, Chicago.

April 17-20. International Advertising Assn., Waldorf-Astoria Hotel, New York.

April 20-22. American Assn. of Advertising Agencies, annual meeting, The Greenbrier, White Sulphur Springs, W. Va.

April 21-22. Advertising Federation of America, 9th District convention, Savery Hotel, Des Moines, Ia.

April 24-27. American Newspaper Publishers Assn., Waldorf-Astoria Hotel, New York.

April 25-27. Sales Promotion Executives Assn., fourth annual conference, Benjamin Franklin Hotel, Philadelphia.

April 28-30. Alpha Delta Sigma, professional advertising fraternity, national convention, University of Minnesota, Minneapolis-St. Paul.

May 1-3. Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 4-6. Western States Advertising Agencies Assn., 11th annual conference, Shelter Inn, San Diego, Cal.

May 4-6. Associated Business Publications, spring meeting, The Homestead, Hot Springs, Va.

*May 7-9. Magazine Publishers Assn., 42nd annual spring conference, The Greenbrier, White Sulphur Springs, W. Va.

May 7-10. National Assn. of Broadcasters, annual convention, Sheraton Park and Shoreham Hotels, Washington, D. C.

May 8-9. Direct Mail Advertising Assn., West Coast conference, Statler Hotel, Los Angeles.

May 14-17. National Sales Executives, annual convention, San Francisco.

May 21-24. National Newspaper Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

May 25-28. Federation of Canadian Advertising and Sales Clubs, 14th annual conference, Ottawa, Ont.

May 27-31. Advertising Federation of America, 57th annual convention, Park Sheraton Hotel, Washington, D. C.

June 11-14. Assn. of Industrial Advertisers, annual conference and exposition, Statler Hilton, Boston.

June 12-14. Poster Advertising Assn. of Canada, Chantecler Hotel, Ste. Adele, P.Q., Canada.

June 19-21. American Marketing Assn., 44th annual conference, Ambassador Hotel, Los Angeles.

June 21-24. Trans-America Advertising Agency Network, annual meeting, Sheraton-Plaza Hotel, Boston.

June 25-29. Advertising Assn. of the West, annual convention, Olympic Hotel, Seattle.

June 25-29. National Advertising Agency Network, annual management conference, Broadmoor Hotel, Colorado Springs.

June 25-29. American Academy of Advertising, annual meeting, University of Washington, Seattle.

July 9-12. Newspaper Advertising Executives Assn., Statler Hilton Hotel, Detroit.

Aug. 18-19. Newspaper Advertising Executives Assn. of the Carolinas, summer meeting, Grove Park Inn, Asheville, N. C.

Oct. 6-9. Mail Advertising Service Assn., annual convention, Hotel Statler, New York.

Oct. 10-13. Direct Mail Advertising Assn., 44th annual convention, Statler-Hilton Hotel, New York City.

Oct. 16-17. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

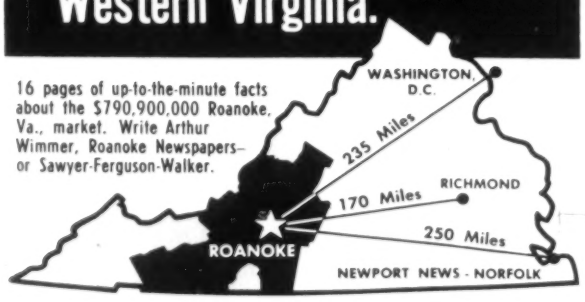
Oct. 23-27. Outdoor Advertising Assn. of America, Diplomat Hotel, Hollywood-By-The-Sea, Fla.

*Nov. 6-8. Broadcasters' Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

CBC Expands French TV

Canadian Broadcasting Corp.'s French tv network has been expanded to include a satellite station at Sturgeon Falls, Ont. Another satellite station is planned for Sudbury, Ont.

Roanoke, Virginia, is the undisputed *major* center of industrial, commercial, financial and transportation activity for all of Western Virginia.



FULL COLOR is available

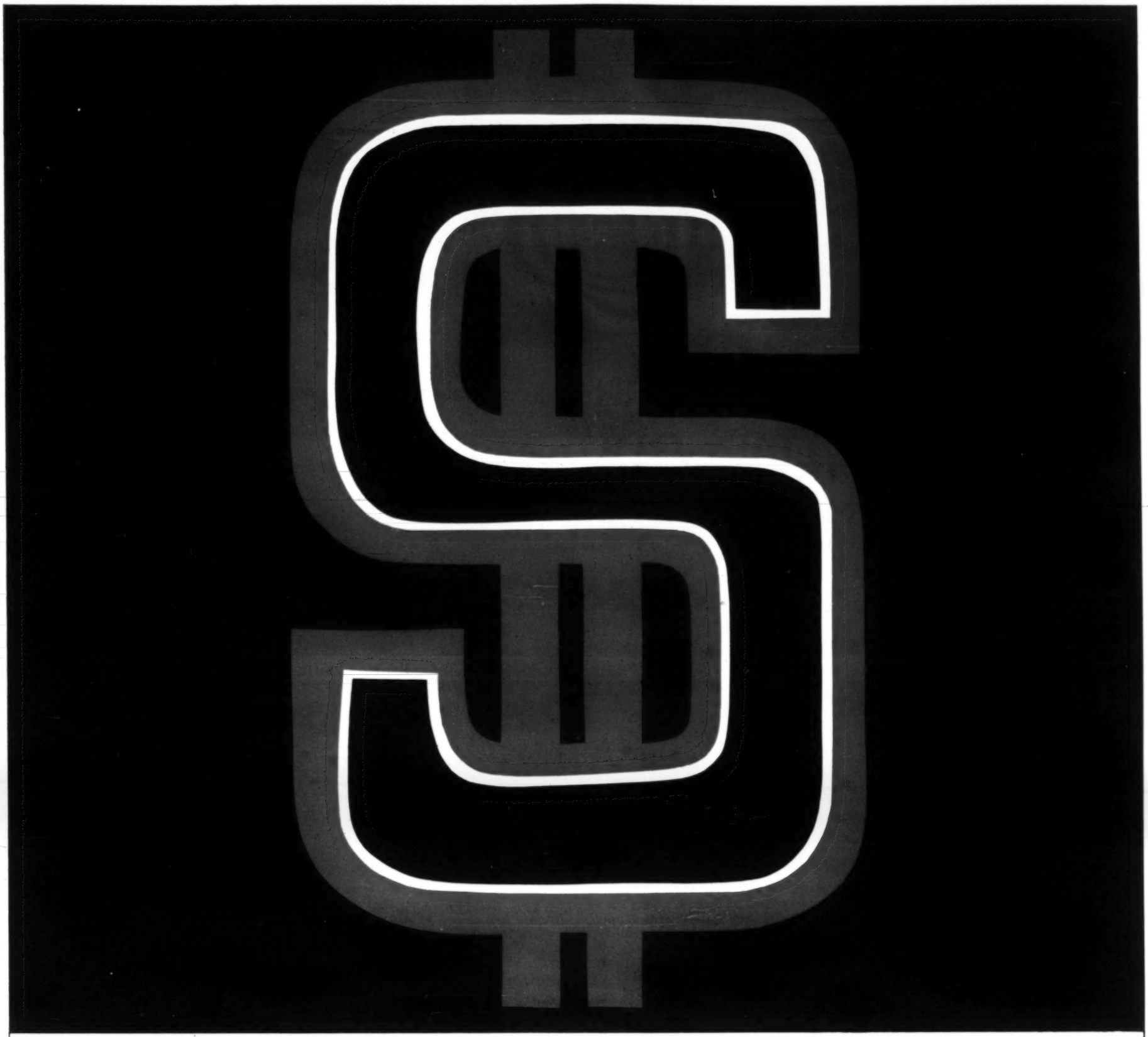
THE ROANOKE TIMES
The Roanoke World-News

SAWYER-FERGUSON-WALKER, *Nat'l Representatives*

Need to Analyze Your Public Relations?

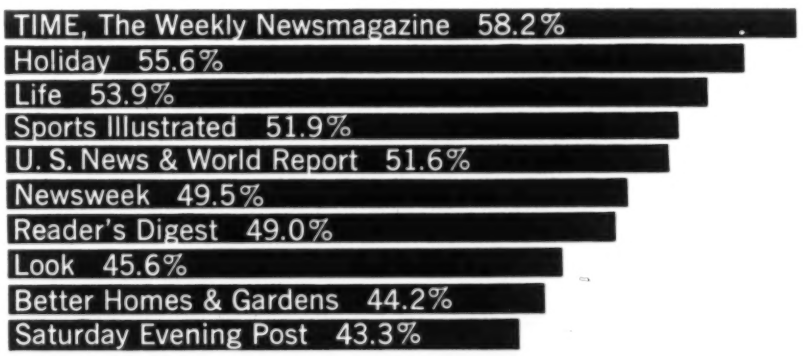
Press Clippings can keep you fully informed on the results of your public relations program. You can see how many of your releases are published . . . what coverage is given to events you stage . . . what the editors of the nation are thinking. This knowledge will help you plan and develop more effective public relations programs. Interested in learning how we can serve you?

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y. Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS



TIME is the shape of the money market

Circulation concentration in top one-third counties for
ACTIVITY IN FINANCE, REAL ESTATE & INSURANCE

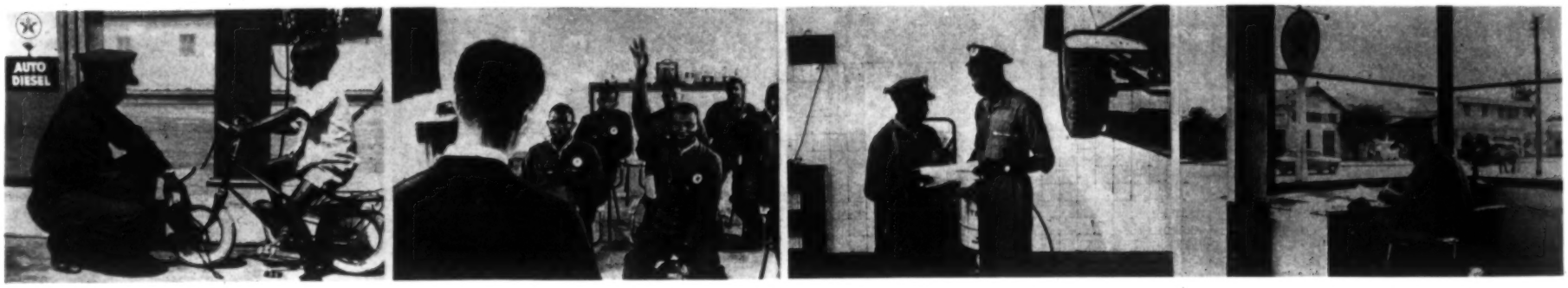


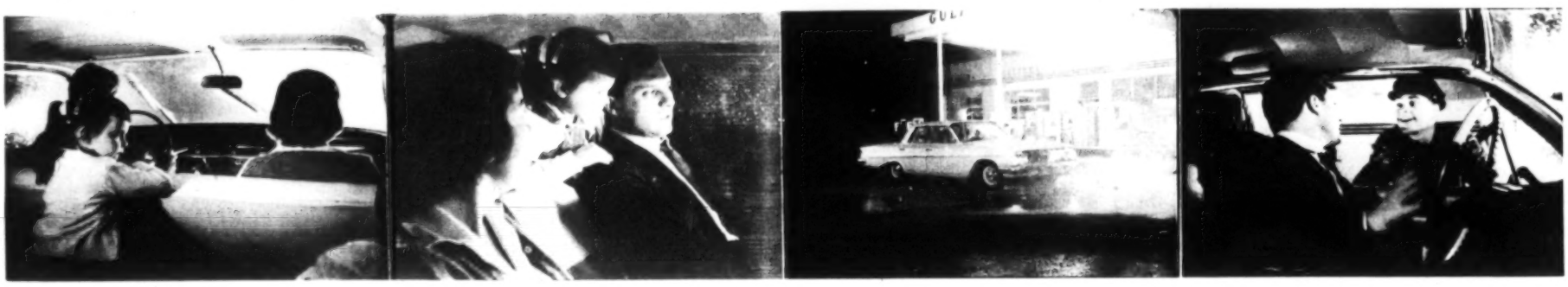
SOURCES: Sales Management's "Survey of Buying Power" (5/10/59) and latest available publishers' reports. TIME (3/23/59) • Holiday (March 1957) • Life (10/26/59) • Sports Illustrated (3/2/59) • U. S. News & World Report (3/28/58) • Newsweek (3/2/59) • Reader's Digest (April 1959) • Look (3/18/58) • Better Homes & Gardens (April 1959) • Saturday Evening Post (3/14/59)

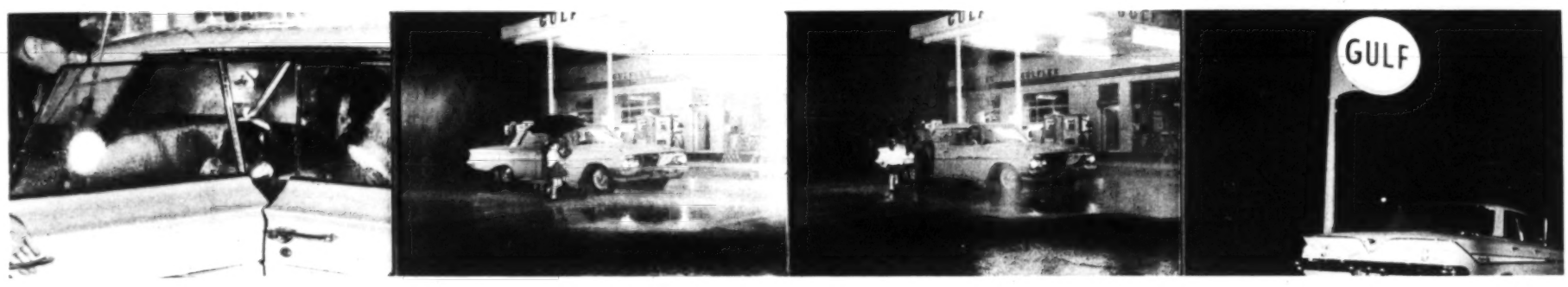
Almost all of America's finance, real estate and insurance activity (58.2%) is concentrated in just one-third of the nation's counties. In these dynamic dollar centers, TIME concentrates more of its circulation than does any other magazine circulating over half a million. Substantial evidence of TIME's unique ability to get your message to top customers and prospects.

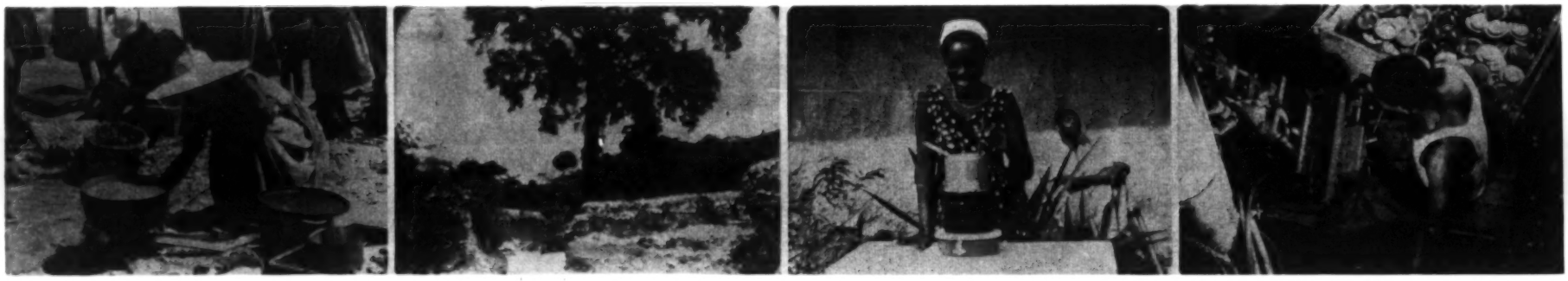
TIME

TIME . . . TO REACH 2,550,000 TOP-OF-THE-MARKET FAMILIES









SOFTEST SELL?—*The oil companies seem to be competing for a prize for the ultimate in soft sell. Scenes in the first row above are from a 140-second Texaco ad which shows a friendly dealer in Dakar, West Africa, who periodically attends a Texaco training school to keep abreast of the latest technological advances in the automotive industry. The Gulf Oil Corp. commercial (center) tells its service story in pictures only. The only words are spoken by a voice-over announcer, who says at the end, "Gulf Oil Corp. endeavors to take care of all situations that might arise—big or small." Setting for the Standard Oil Co. (New Jersey) ad, at bottom, is Haiti, where the company's affiliate has helped to develop the use of kerosene to overcome the country's fuel problem. The Texaco commercial was produced by Robert Yarnall Richie Productions through Cunningham & Walsh; Gulf's by MPO Television Films through Young & Rubicam; Jersey Standard's by its Caribbean affiliate, through McCann-Erickson.*

Over 8,000 executives will attend
15th Advertising Essentials & National Sales Aids Show
March 27th, 28th, 29th, 1961
HOTEL BILTMORE, NEW YORK
Write for free guest tickets or space availability to Tom Brown
Advertising Trades Institute
135 E. 39th St., N.Y.C. 16 LE 2-9921

Blair Names 2, Adds 4 Stations

Richard J. Hayes, previously with Edward Petry & Co., has been named an account executive of Blair Television Associates, New York, station representative. Blair-TV has named F. Robert Bauer, formerly with Lennen & Newell, operations head of tv research, succeeding Ed O'Berst, who has joined CBS Radio Spot Sales. Blair Television Associates has been named national representative for WHP-TV, Harrisburg, formerly represented by Bolling Co.; WSBA-TV, York, Pa., formerly handled by Jack Masla & Co.; and KCMC-TV, Texarkana, Tex., formerly handled by Venard, Rintoul & McConnell, except in the South where it was represented in the Southwest by Clyde Melville Co. and in the Southeast by James S. Ayers Co. WQXI, Atlanta radio station formerly handled by Gill-Perna, has named John Blair & Co. its national representative.

TESTING

Herbert Tareyton Cigarettes was tested in the Portland, Maine market, the ideal test city.

PORTLAND PRESS HERALD • EVENING EXPRESS AND SUNDAY TELEGRAM
100% coverage of city zone
94% coverage of ABC retail zones

1 ONE•SIX•TWO

That's the order in which Portland, Maine rates as a test market. . . . 1st in U. S. cities of 150,000 pop. 6th in U. S. cities regardless of population and 2nd in New England regardless of size of population.*

PORTLAND, MAINE NEWSPAPERS
* source Sales Management
represented by the Julius Mathews Special Agency, Inc.

Union Oil to Sponsor Extensive Baseball Slate

Union Oil Co. of California, Los Angeles, will sponsor radio coverage of the Los Angeles Dodgers this year, including 30 pre-season games and the 154 of the regular schedule. Union Oil also will sponsor telecasts of 11 games between the Dodgers and the San Francisco Giants, which will be played in San Francisco.

Starting April 21, the company also will sponsor radio broadcasts of the 154 regular season games of the Seattle Rainiers, Tacoma Giants, Spokane Indians, Portland Beavers, San Diego Padres and the Hawaiian Islanders, new members of the Pacific Coast League. Young & Rubicam, Los Angeles, is the agency.

Direct Mail Book Published

A new guide to the use of showmanship to make direct mail advertising and sales promotion more effective has been published by American Marketing Services, Boston. "Direct Mail Showmanship" contains discussion of applications and 101 case histories. Dick Hodgson, president of AMS, is author. The book is priced at $17.50.

McDonald Mfg. Names Colle

A. Y. McDonald Mfg. Co., Dubuque, Ia., has appointed Colle McVoy Weston Barnett, Waterloo, Ia., to handle its entire ad program. Colle McVoy formerly had charge only of sales promotion and advertising for the company's wholesale division of 21 branches. W. D. Lyon Co., Cedar Rapids, is the former agency.

Penny Joins Dental Book

George F. Penny, formerly sales manager of Dri-Clave Corp., has been appointed vp in charge of advertising sales in eastern states for *Dental Management*, Stamford, Conn.

Weber Joins Cramer-Krasselt

Harold P. Weber has joined Cramer-Krasselt Co., Milwaukee, as an account executive. He previously was an account executive with Klau-Van Pietersom-Dunlap.

On the International Scene...
Latin American Admen Take Strong Stand for Freedom
How Free Europe Market Shapes Up
Australia's Patterson Agency Reports Billings of $11,250,000 in '59-'60 Year
Sydney Shop Repeatedly Passes Up JWT, Scoring 50% Gain in Three Years
Color, Bold Design Dominate Foreign Posters
Radio, TV Get Lion's Share...
Advertising Comes to Mexico—at a $110,000
Clip
Advertising Expenditures in Japan 1947-1959
(Millions of Dollars)
Tighten Credit, Cut U. S. Imports...
Big Ad Salaries, High Cost
Venezuela, But It Seeks Cha
In Bad Year Bangkok Shop's Growth's Only 25%
Good Year Accou
Seen 50%, Growt
Sees Thai Potential
P&G to Laun
Caracas, Jan. 10—If
rate of 50%. If
The speaker
arte, chairman
Bangkok, and
units of the
Israeli, French Agencies Join in New Tel Aviv Sh
TEL AVIV, May 24—Two
European Unit of
IAA Formed, with
Farner President
'Absolutely Happy wi
Situation Now,' Farn
Tells 13-Nation Gr
Ekco S.A. Names Grant for Mexican Advertising
MEXICO CITY, May 27
Ad Volume Soars in West German Economic Boo
European AAA to Seek Individual Agency Members
Full-Service Requirement to Be Kept; Franco Joins Special Society
Second German Tv Channel Award Set; It's Commercial
Bonn, July 18—The organ
ized and eleganty-awarded
which it is to be
commercial.
Adenauer Shift to Deutschland Roils German TV
Proies Not Thought to Had Official Nod; Make Plans for
Stockholm Agency Opens Madrid Office
STOCKHOLM, May 26—In a re
international expansion
NBC Sets Pact With Stations on French Borders
Regie No. 1 Stations A
in Saar, Monaco; Link
to Government Net

KEEPING PACE WITH INTERNATIONAL ADVERTISING

International advertising and marketing is big news—and getting bigger each day. U.S. investments in Europe have trebled in the last decade. On the other hand, expanding production abroad has brought many imports to the American market. This means increased advertising expenditures to move goods and sell services in the international market places. Excluding the U.S. and Canada, there are now eleven countries in the world where annual advertising expenditures amount to $100 million.

Ad Age keeps pace with this burgeoning world of international advertising and marketing all year long. A network of correspondents and contributors in every country where important advertising news and developments are taking place, keep AA readers abreast of these activities.

In addition to its regular coverage, once a year AA publishes an International Advertising Issue to take a concentrated look at what's what in international advertising. This year's edition will be published on April 17, 1961.

This issue will get careful, thorough and interested reading by AA's paid circulation of over 50,000* advertising/marketing men who are concerned with marketing developments here and abroad. Much of the editorial material in this unique issue is exclusive.

If you have space, time, services or materials which are used in international advertising, you have vital sales information which these executives will be looking for in this valuable issue. Your message—along with the editorial material—will provide these men with facts they will need in developing their international advertising programs.

Plan now—today—to take advantage of this once-a-year opportunity to build business for your medium, service or product. Reserve sufficient space to tell your complete story.

*As filed with ABC, subject to audit

INTERNATIONAL ADVERTISING ISSUE EDITORIAL OUTLINE

The annual International Advertising Issue of Advertising Age, presenting hard-to-get data, major developments and trends in advertising and marketing around the world, and concentrating to a great extent on advertisers, will include the following editorial highlights:

1. A wrap-up of the continued expansion of U.S. companies in overseas markets, as 1960 was another year in which U.S. private capital moved abroad in impressive amounts.
2. A company portrait of one of the world's leading international advertisers.
3. A report on the leading advertisers in international publications.
4. A special report on 20 leading U.S. companies, each an important advertiser in overseas markets and each deriving a significant portion of sales and income from foreign operations.
5. Who are the world's largest advertisers? Advertising Age will present field reports from the leading advertising countries and how much they spent in 1960. Countries to be covered include Britain, Germany, France, Sweden, Japan, Australia, Brazil and Mexico.

CLOSING DATE APRIL 5, 1961

Advertising Age INTERNATIONAL ADVERTISING ISSUE APRIL 17

200 E. Illinois Street, Chicago 11, Ill.
630 Third Avenue, New York 17, N. Y.

Get the Low-Down on Your Entry

Knowing where to get reliable, forehand information is as important as the information itself. That's why 35 leading research organizations regularly use South Bend for product testing and opinion surveys. They have discovered that South Bend has the vital qualifications for a good test market: balanced industrial-agricultural composition; stable employment from diverse industry; adequate distribution facilities and market saturation by just one newspaper . . . The South Bend Tribune. Free market data book shows why South Bend has earned the title, "Test Town, U.S.A.". . . details The Tribune's service for test campaign advertisers.

The South Bend Tribune

TEST TOWN U.S.A.

The South Bend, Ind. Market Seven Counties, over One-Half Million People

Franklin D. Schurz, Editor and Publisher—Story, Brooks & Finley, Inc., National Representative

Studebaker Buys Champ Pre-Fight Show on ABC-Radio

Studebaker-Packard Corp., South Bend, through D'Arcy Advertising Co. will sponsor a 10-minute pre-fight show before the Patterson-Johansson bout on ABC-Radio March 13, and will spell Carling Brewing as Mennen's co-sponsor of the fight in New York, Chicago, Los Angeles and San Francisco only. Studebaker will carry a 10-minute wrapup if the fight goes beyond six rounds.

Times-Mirror Promotes Two

Otis Chandler and Robert M. Allan Jr. have been named vps of the Times-Mirror Co., Los Angeles. Mr. Chandler, publisher of the *Los Angeles Times*, becomes vp-newspaper division, which includes the *Times* and the *Los Angeles Mirror*. Mr. Allan, formerly assistant to the president, becomes vp-acquisitions with responsibility for the company's continuing diversification and expansion.

STORY—*James B. Beam Distilling Co. is combining four-color ads with two-column "editorial-type" ads to relate anecdotes about the beginnings of bourbon in Kentucky. This ad first appeared in the Chicago Sun-Times. Edward H. Weiss & Co. is the agency.*

ACB Newspaper Research Reports

tell you which merchants are advertising what brands

in any or all the 1,393 principal market areas

ACB Reports are compiled to your specifications . . . they will cover as much or as little time, brand, territory as you wish. Charges are based on the number of advertisements checked and reported. Reports are your exclusive property. Individual tearsheets may be had—at no extra cost.

Dealer tie-in advertising is important in selling any product. Manufacturers recognize this and so use every means to gain this advertising cooperation from retailers.

If *your* brand is being featured consistently by retail stores—you are in a wonderful position, as compared with competition.

But how do you know? Are you getting such tie-in advertising support? And—how do you compare with your competition?

If you have no accurate record—then you do need ACB to supply you with the facts—a detailed monthly Report that will tell you everything that there is to be known concerning all local stores' advertising.

The cost is minor compared to the value these Reports could mean to your Sales and Advertising Depts. as well as helping your salesmen. Over 1100 leading merchandisers use ACB profitably—and so can you.

Send today for complete information on ACB Newspaper Research Reports.

ACB

The ADVERTISING CHECKING BUREAU, INC.

New York (10) 353 Park Ave. South • Chicago (3) 18 S. Michigan Ave.
Columbus (15) 20 South Third St. • Memphis (3) 161 Jefferson Ave.
San Francisco (5) 51 First St.

ACB READS EVERY ADVERTISEMENT IN EVERY DAILY NEWSPAPER

Distaff Broadcaster Has Tough Time with Lady Viewers: Kanter

CHICAGO, March 7—Women broadcasters face more searching scrutiny by women viewers than do men broadcasters, as women expect more from other women, Donald Kanter, director of creative research, Tatham-Laird, Chicago, told the Chicago chapter of American Women in Radio & Television last week.

Women also resent other women who indicate a lack of knowledge about household activities and chores, though they expect male broadcasters to know little about these things, Mr. Kanter said.

Some of the problems women broadcasters face from women viewers with high IQs, according to Dr. Kanter, include the attitudes of "I could do that"; "This is nothing more than a fashion show"; and "Why can't she talk to me like I would talk to her?"

The middle class woman viewer dislikes insincerity and expects the woman broadcaster to be herself. At the same time, she resents the authoritative-style broadcaster or the woman broadcaster who appears "dressed," as she feels she cannot compete with her. #

Lee Issues New Handbook, Manual on Type Faces

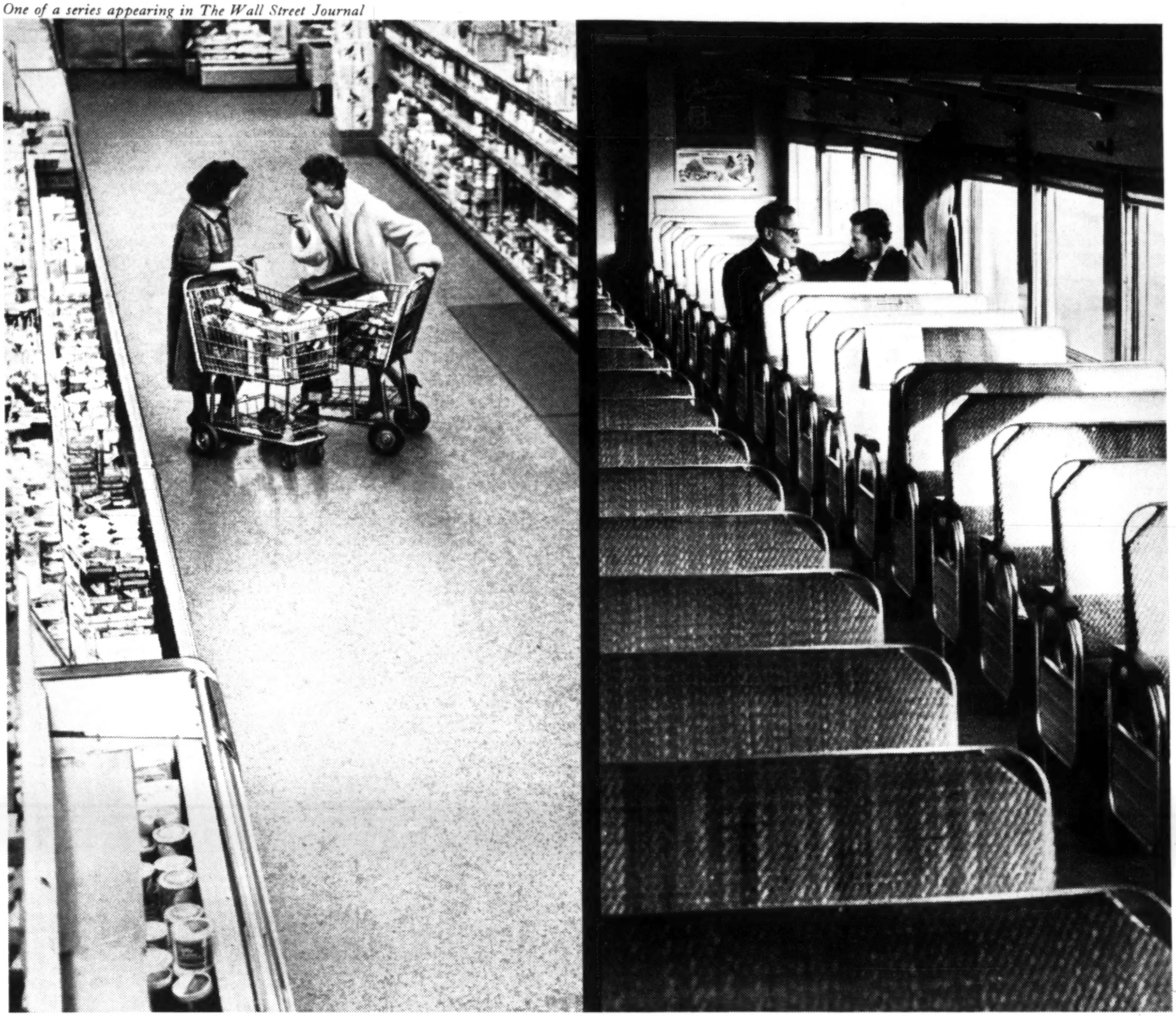
Arthur B. Lee & Associates, New York, has just published a new "Lee Direct Visual Control Streamlined Copy-Fitting Manual," a 74-page edition which contains two complete sections—34 pages for lowercase and 32 pages for caps and small caps. More than 1,730 popular foundry and machine-set type faces in sizes 4 to 24 points are alphabetically arranged.

Included with the manual is a supplementary 32-page handbook which features 280 complete alphabet showings of most in demand Linotype, Intertype and Monotype faces in all available sizes up to 18 point. The combined editions sell for $8.50 and may be obtained from the Lee company, 22 W. 45th St., New York.

Unicorn Names Canadian Ad

Unicorn Books of Canada has appointed Canadian Advertising Agency, Toronto, to direct its advertising. The 1961 spring promotion was kicked off March 4 with an eight-page tabloid insert in three Ontario dailies for "Funk & Wagnalls Encyclopedia," a 25-volume set, sold through supermarkets. B&w ads of 1,000 and 1,600 lines in a number of Ontario dailies and spot radio and tv are also being used.

One of a series appearing in The Wall Street Journal



This person-to-person approach sells WOMEN and/or MEN

Types of buyers? Different age levels? Men and/or women? Through the Blair Group Plan you can focus on any desired mass-market, concentrating your advertising where the pay-off in results will be greatest.

Consider such users as Ac'cent, Beech-Nut Coffee, Dodge, Marlboro, M-G-M, Mennen, Philip Morris, Purolator, Scot Tissues, Tanfastic, United Artists, or the Tea Council of the U.S.A. Their markets differ widely. Yet in every case, these advertisers can tell you that the Blair Group Plan intensifies local sales impact.

Reason—each Group Plan is custom-built for specific sales-goals. Using the exceptional flexibilities of spot radio—times of day, seasonal variations, pin-pointed copy appeals—it centers your advertising pressure where it can do the most good.

So effective—because your product message is presented with person-to-person directness by established local personalities, backed by the prestige of the country's outstanding stations.

So economical—because geared to the potential of each market. *So convenient*—because you tap over 81% of America's buying power with *one order*, *one affidavit*, *one invoice*.

Check the special advantages of this spot radio technique that gets cumulative weekly ratings of 60.2—that can reach homes at costs as low as 42¢ per 1000. Phone your nearest John Blair office in Atlanta, Boston, Chicago, Dallas, Detroit, Los Angeles, St. Louis, San Francisco, Seattle. Or call Art McCoy, Executive Vice President of John Blair & Company, at PL 2-0400 in New York.

BLAIR GROUP PLAN

A service of John Blair **and Company**

Representing the nation's most influential group of radio stations.
Headquarters: 717 Fifth Avenue, New York 22, N. Y., PLaza 2-0400

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Application of Moral Re-Armament to Ads Can Cure Advertising's Current Ills, He Says

To the Editor: Today's advertising press is filled with editorials and articles on restoring honesty to the field of communications. The quiz program scandals and misleading television commercials have served as warning signals and forced a hard reappraisal of our business and personal conduct.

This is good. For advertising has been under heavy derisive attack for ten years or more by an informed, for better or worse, American public. They know now that advertising is an integral part of the economy and hence a vital part of their lives. But they also know that they're bombarded with ads wherever they look, by books supposedly exposing advertising malpractices and deceits, by a myriad of products to suit every need, every desire.

But the consumer is wary. His dollars after taxes are limited. His fixed expenses high. An advertiser and his agency have to fight every inch of the way for a share of the market. It's no wonder that they often resort to exaggerated, distorted and misleading claims in a nervous race to sell their product.

There is a cure. If I said that the answer is God, would it sound incongruous to you? Perhaps, but the truth is that the representation of God in advertising as exemplified by complete honesty, purity, unselfishness and love can be the true answer if applied *drastically* and *personally* by every client, by every agency.

Evangelistic nonsense? It didn't sound that way to me and thousands of others the night of Feb. 20 in Carnegie Hall, New York. We listened to the principles of an ideology called Moral Re-Armament. Its cause is dedicated to combating Communism with a *moral* force, a God-like force that restores faith in people and gives them real reason to fight for democracy. The play I saw that night reenacting the Communist-inspired Japanese student riots in June of 1960 and the prominent business and political figures that spoke on Moral Re-Armament made me ask myself as an advertising man: "Could these principles also be applied to advertising?"

I say yes. Let's face it! We all cry out for creativity, honesty and believability in advertising. But how much of what we produce in our agencies are all those things?

What do we think when Leo Burnett writes one ad for the Hat Corp. of America that causes more comment than a thousand hat ads? Why did Doyle Dane Bernbach's Volkswagen ads receive the highest praise from the trade? What ingredients do Kenyon & Eckhardt's Metrecal print and tv campaigns have that have catapulted it into a $1,000,000 product? That they're all well written, well art directed and selling? Yes, certainly, but equally important they contained the God-like quality—complete honesty! Hence believability, hence sales.

Can a true honesty stifle creativity? What happens when adjectives are sparingly used and hoopla toned down? Judging from the aforementioned ads I would say that only good comes of it.

We all fear moral decay in this country because we sense it as never before. President Kennedy calls for the "New Frontier." Dr. Frank Buchman calls for Moral Re-Armament. But we can't wait for the President and the good doctor to hand us the solution. We must start with ourselves. Instead of articles on ethical advertising, instead of setting up committees and bureaus to watch ourselves, we must look within ourselves for the answer. Articles and bureaus mean nothing when self-appraisal and self-conviction are missing.

Advertising men have this responsibility to the country: To set a standard of complete honesty in their everyday business and personal lives. If you're sick and tired of having to defend your chosen profession, take a long, hard, completely honest look at your present standards right now. It might make life more difficult at first, but the reward could be greater than we ever dared dream.

Joel B. Stein,
Vice-President, Advertising Associates, New York.

• • •

Ad Is a Mess, He Says

To the Editor: Here's one to add

to your collection of the worst ads of 1961—real image crucifixion.

Fred L. Rutherford,
Cincinnati.

• • •

Lemon Ad Is a Peach, He Says; CM's Attitude Is Sour Grapes

To the Editor: When it comes to criticizing the recent Sunkist ad in *McCall's* (AA, Feb. 20), the Creative Man may not be all wet but he is certainly damp—with lemon juice, yet!

He is unhappy because the ad says, ". . . you're missing a good part of what a Sunkist lemon's got to give." The Creative Man contends that the sentence would be better written, " . . . what a Sunkist lemon has to give." Why? Because, he points out, "got to give" can mean either "possesses to give" or "compelled to give."

Take another look, C-Man. "Has to give" can take either of those interpretations, too. Your solution doesn't help.

Furthermore, substituting "has to give" for "got to give" would eliminate a nice bit of alliteration, which adds a pleasant beat to the copy.

I can only conclude that the Creative Man is sour on lemonades and lemon-ads in general.

Eugene Moore,
Lancaster, Pa.

• • •

Finds Photocomposition Superior to Paste Up Types

To the Editor: I read with interest Kenneth Butler's article on cold composition in the Jan. 23 issue of Advertising Age. Since we are in this business, we feel qualified to disagree with his statement that paste up types would be chosen over a photocomposition machine.

In the past year we distributed our cold type catalog displaying as complete a collection of types as we could assemble. Included also are samples from our machine. While the number of machine types is only a small percentage of the paste up types, our type-wise customers chose machine composition by ten to one. This in spite of the fact that they can buy completely assembled paste up words from us much cheaper than if they were to buy the sheets and do it themselves.

Strongly in favor of our machine is its ability to adjust for awkward letter combinations and the fact that its cost is one-third of our paste up. Also the service is superior. It is common for customers to come in and wait five to ten minutes for a few headlines.

Users of paste up types would hardly go along with Butler's statement that "a short paste up headline can be positioned in the same length of time required to paste a conventional type-proof into place." Try it sometime with a 12-point type.

Ron Golton,
Varisetters, Chicago.

• • •

Steinhoff Is Manager of NL&B's New York Office

To the Editor: As usual, your billings issue (AA, Feb. 27) is a tremendous compilation of facts, and you are to be congratulated on presenting this valuable information.

Of course, in such an undertaking there is likely to be an error or two, and I am afraid one of them occurred in the section on Needham, Louis & Brorby.

There, in covering appointments during the year, Richard N. Risteen was named as manager of our New York office, while the man who very capably has been holding down the job for the past year or so is Robert F. Steinhoff, an NL&B vp. (Dick Risteen is vp and director of marketing of NL&B-New York.)

With this effort to set the record straight completed, I will now go back to finding a very handy place in our department for your billings issue.

Harold A. Smith,
Vice-President, Needham, Louis & Brorby, Chicago.

• • •

This Is How They Celebrated Advertising Week in Wichita

To the Editor: Enjoyed reading your Feb. 20 spread on Advertising Week-Year observances throughout the country, but felt Wichita should merit some space.

Briefly, I will outline our program as it was, is and going! I say this because of the fact Ad Week is only Phase 1 of our program.

The Advertising Club of Wichita asked the Clyde R. Sullivan chapter of Alpha Delta Sigma at the Univeristy of Wichita to join in co-sponsorship of the week. . .

More than 4,500 direct mail pieces were sent to Chamber of Commerce members, state and national congressmen and senators, Jaycee members, university professors, Alpha Delta Sigma members, adclub members, Advertising Artists Assn. of Wichita, city and county commissioners and the governor of Kansas. . . . Personal letters of invitation were sent to the presidents of more than 50 local service clubs.

On Feb. 6, Advertising Week headquarters was opened in the downtown Wichita area. An advertising art display was the feature attraction, prepared by the Advertising Artists Assn. of Wichita. Adclub members acting as hosts for the week served coffee and provided soft music, talk, and various pamphlets on advertising to more than 400 visitors. Five new adclub members were signed up.

Prior to the headquarters opening and during the week, all Wichita radio and television stations devoted spot time to the *local* observance. We used local scripts, slides, etc.

The *Wichita Eagle-Beacon* devoted ad space to the observance, using the provided national mats with tab lines to visit the headquarters and art display. The University of Wichita paper, *The Sunflower*, featured a full-page sig page sponsored by local people, and sold by Alpha Delta Sigma members.

Rapid Transit Bus Lines provided us with a full-showing in all 60 buses prior to Ad Week with our local cards. . .

The highlight of the week was the monthly dinner meeting of the advertising club, with Alpha Delta Sigma and over 30 guests. . .

Two awards were presented this year. The annual advertising man of the year award was given Don Forbes, account executive and vp of Jones & Hanger. . . .

Special permission was received from the city of Wichita to use sandwich boards in the downtown area. Active members of the ADS chapter sold, constructed, and carried attractive sandwich boards for two afternoons in the downtown area.

Phase two of the Ad Week-Year gets under way as of this writing. . .

This being centennial year in Kansas, the advertising club has been invited to sponsor a display booth in the newly erected Centennial Bldg. at the Kansas State Fair, Sept. 16-22 in Hutchinson. Our booth will be entitled "Advertising in Perspective," a history of advertising. . . .

Fred Menefee,
(Advertising Week Chairman), Associated Advertising Agency, Wichita, Kan.

• • •

U. S. Companies Err in Estimating European Markets

To the Editor: Concerned, as a company counseling office, with the job of aiding incoming U.S. companies into the two European marketing areas, may I comment on Albert Stridsberg's article on Europe (AA, Jan. 30)?

He gives a useful, general picture of the potential problems facing U.S. entrants, mainly, as he says, caused by home office complacency. But he misses one valid fact: That not only U.S. inefficiency defeats the entrant; often domestic efficiency defeats the new rival. It is home office ignorance of European marketing achievements which causes more trouble here than any other reason.

May I give a single example—straight advertising budgets. In several cases of our experience, the U.S. entrant has launched with a smaller budget than his immediate target rivals in the market. "Everybody knows," I have been told, "that these Europeans don't spend too much on advertising." One major U.S. company entered Germany with a lower launch budget than five rivals were appropriating for normal year spend-

HOW TO MAKE SMALL ADS PAY

"How to Make Small Ads Pay" is title of NEW chapter in 1961 revised and enlarged edition (just off press) of famous book TESTED ADVERTISING METHODS by John Caples, vice president of BBDO Ad Agency. This 30-page, profusely illustrated chapter shows you how to use telegraphic language, cut out non-essentials, use space-saving headlines and pictures, and make inexpensive ads get BIG results. Included are case histories of successful use of small ads by nationally-known advertisers of grocery products, drugs, household products, public utilities, books, courses, schools, financial services, self-improvement, travel, building supplies and others. If you want to advertise frequently at LOW COST and multiply your SALES, this chapter is worth entire price of book. Your money back if you don't agree.

Three other NEW chapters are: 1. How to Put Enthusiasm Into Ad Copy; 2. 28 Ways to Get More Inquiries From Your Advertising; 3. 17 Ways to Test Your Ads. "This book tells results of six million dollars spent in testing advertisements," says *Business Week*. The 1961 edition has 18 chapters, 320 pages and 79 NEW illustrations. Tear out this ad and send it with your name and address for 10 days' FREE examination. Then send $6.95 plus a few cents mailing charges or return book without obligation. SAVE . . . If you check here ☐ and enclose payment, we pay mailing charges. Your money back in 10 days if you are not delighted. Address: Harper & Bros., 51 East 33rd St., New York 16, N.Y. 4404-A

THE JOURNAL AND SENTINEL'S BETH TARTAN AGAIN WINS TOP FOOD WRITING AWARD!

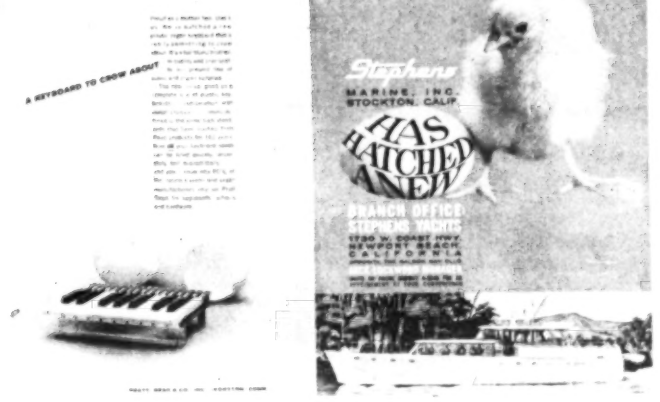
Beth receives her second American Meat Institute Vesta—her fourth national award

For outstanding presentation of news and features about food, Beth Tartan has just been presented another first place Vesta award from the American Meat Institute. As a graduate home economist, cook-book author, lecturer and full time newspaper writer, Beth Tartan presents over 4200 lines of food news every week . . . to make the Journal and Sentinel the most important source of food buying information in Winston-Salem and Northwest North Carolina. If you've got food products to sell, the place to do it is the Journal and Sentinel!

YOU CAN'T COVER NORTH CAROLINA WITHOUT THE

WINSTON-SALEM JOURNAL AND SENTINEL

NATIONAL REP., KELLY-SMITH CO.



There Are Probably Some Eggheads in This Business

To the Editor: We'd like to "egg" on our fellow agencies with an ad (per the attached) that was created to announce "hatching" of a new office for our client, Stephens Marine Inc. It ran in the November and December, 1960, issues of *Bay Window* and had something in common with the other enclosed ad that ran in the December issue of *Piano Trades*.

Our point isn't to complain about closeness of ideas—they're both original—but rather to point out that eggs have become a favorite art target. It would be interesting to open your columns to other examples of how these shells have cropped up in various ads from all parts of the country.

Edward L. Koblitz,
Beckman-Koblitz, Los Angeles.

ing.

Another U.S. company, far from small, was aghast at British newspaper rates. "Why, that's more than the *Times*," he told me, comparing a parochial New York paper with a 5,000,000 net nationwide daily. Obviously, the British couldn't have bigger papers than New York.

But they do.

Our main concern is in acting for U.S. companies entering Euromarkets (two groups, not one, by the way—EEC and EFTA) and our greatest problem is convincing potential clients that Europe and its markets are major segments in a company's worldwide program. Not minor, second-league, "easy" markets.

I returned from New York the day before reading Mr. Stridsberg's article. In New York, one company president showed me how superior Madison Ave. is to British, German and French agency standards. He proved his case with a duplicate of a 1958 London agency color page, used in 1960 in New York.

The Euromarket is, in fact, commonly good. But, too often, the U.S. entrant is commonly bad. For U.S. companies prepared to work for these markets, the success stories of sound marketing firms which have already achieved status are proof of potential.

The stories in your article are proof that it takes good marketing to build a good market.

Peter Craig-Raymond,
Peter Craig-Raymond Ltd.,
London.

• • •

Obviously, Mr. Fulk Taxes His Patience

To the Editor: This letter is directed to you, because it is my contention that an editor should approve or disapprove of the advertising that appears in a magazine.

In the Feb. 13 issue of ADVERTISING AGE, there appeared on Page 114, an advertisement placed by Gus Fulk, a so-called tax consultant.

It may interest you to know that any individual enrolled to practice before the Treasury Department must adhere to the regulations as set forth in Treasury Circular No. 230. One section of the circular states that no enrolled person may *advertise* his attainments or services. Apparently, Mr. Fulk is either an unethical enrolled person or not enrolled to practice before the Treasury.

If the former is true, ADVERTISING AGE should certainly not allow advertising from a person not considered to be practicing in an ethical manner by the Treasury Department. If the latter is true, you have allowed your subscribers to fall victim of an individual who cannot represent them before the Treasury in the event there is "trouble" with the return.

I am sending a carbon copy of this letter to the Treasury Department and expect them to take away his registration, if he is enrolled. No man with 23 years of experience with the Internal Revenue Service can state that he is not familiar with Treasury Circular No. 230.

I expect you to notify your readers of the facts as stated above.

Richard O. Bertoli,
Certified Public Accountant,
North Bergen, N.J.

Mr. Bertoli is apparently so upset he can't read very well. The Fulk ad to which he refers was reproduced as part of a letter from an AA reader. AA reproduced it as editorial material, not advertising.

• • •

How Many Successful Negative Ads Can You Think Of?

To the Editor: A number of us were chewing the fat the other day. We found agreement on one thing: The headlong rush to always be affirmative or positive in an ad is so inclusive that a negative headline or theme becomes per se anathema, unworthy of a second glance. A client representative flatly refused to believe there was ever a successful "negative" headline or theme.

Recalling, on the spur of the moment, the memorable ads that have been built around the negative is a bit of a problem. The "shockers" come easy: "Spit is a horrid word . . . ," "A hog can ride . . ." The genuine negatives are more difficult.

We decided ADVERTISING AGE owed it to us to offer some historic proof that there has been an ad, even a campaign that featured the negative, and that it had been successful. Occasionally one of your writers has referred to a successful negative, but we'd like to see your feature section show 'em in bunches—two-three pages of them. My guess is it would be one of the most-clipped features you could publish.

Of course they're rare, and a spread would telescope a lot of time. But a lot of us would like visual proof they do exist.

Can do?

Marvin C. Wachs,
Director, Advertising and Public Information, Kentucky Utilities Co., Lexington.

"Don't go to bed with a cold—without using Vicks," currently on radio, may represent the kind of negative Mr. Wachs is interested in. AA would be interested in collecting other negatives.

• • •

The Humor of This Ad Lost Something in Translation

To the Editor: I am an advertising man and used to strong meat. But every time I see the advertisement of the *Boston Globe* (B.G. turns 96-page weakling into Boston Strong Boy) I tend to grow sick. Americans are often wondering why people elsewhere don't like them. Advertising like this explains a lot.

As I like and admire your country, I regret the way in which "a million market newspaper" chooses to degrade itself in the eyes of others. Whenever the gentlemen in charge might not be sure what I mean, please refer them to anybody with the slightest remnant of good taste left.

P. A. G. Bauduin,
Netherlands Advertising Agency Bauduin, Amsterdam.

Mr. Bauduin is obviously unfamiliar with the Charles Atlas advertising which the Boston Globe parodies so successfully.

• • •

They Look Too Much Like Boys from GB&B for Him

To the Editor: The "creator" of the enclosed ad must be quite a fan of Guild, Bascom & Bonfigli. While his "Mr. M—Mr. S—Mr. P" may not be an exact copy of the figures used by GB&B in their house promotion ads—they do appear to have been sired by the California agency's characters.

Perhaps the readers of *Toys & Novelties* may know who M, S, & P represent, but I doubt it. . . .

The characters, use of balloons, and general format are far too

close to the excellent series of house ads run in AA to be more than a coincidence. All it needs is six boxes rather than three panels to make it almost an exact copy.

But, as the copywriter for this "original" ad says: "You can't please all the people all the time . . . but we'll try like crazy." . . .

Milton Riback,
New York.

• • •

Flats Offer Chance for Economies in Engravings

To the Editor: I have read with interest Kenneth Butler's suggestion on Page 86 of the Feb. 20 issue of ADVERTISING AGE, regarding engraving economies.

When the writer started *Fleet Owner* (which carries a two-page ad in the same issue) back in 1928, he discovered the idea of making up large halftone and line-cut flats and getting billed "scale" for the area of the plate.

In those days the printer used to cut them apart, free, gratis and for nothing, so we saved even more money. This proved particularly advantageous during the deep depression years which followed, and it sometimes represented the difference between profit and loss for the month.

I believe that if this were to be practiced today, the engravers would not make a "time charge" for sawing the plates apart. The union is quite definite about this, and the only savings would be a discount of 10% plus, from the *single cut* rates. Few engravers, you will find, will cut the stuff apart for a small "time charge." They do not like "flats."

We do not claim to have "invented" the idea; we just stumbled across it in our youthful impetuosity.

We read ADVERTISING AGE in this office every week, and even though we are not interested in newspaper and television advertising, as such, we enjoy your magazine immensely. We are still learning.

Clay Fischer,
Staff Editor, *The Music Trades*,
New York.

• • •

AA Advises Readers of Attacks on Advertising

To the Editor: I was surprised that ADVERTISING AGE, which supports and is being supported by advertising, would reprint such a derogatory speech by such an obviously narrow thinker as Anthony B. Meany Sr. (AA, Feb. 20).

Obviously, Mr. Meany has indiscriminately chosen a topic for his canned speech that guarantees him a free lunch and a few chuckles from the audience at service clubs.

Mr. Meany and his uninformed brethren are doing enough damage without enlisting the aid of the advertising trade papers.

Shame on you for being so lax in your editing.

Robert J. Forestal,
R. J. Forestal Co., Los Angeles.

AA believes its function includes advising its readers of attacks on advertising.

"Your grandchildren will grow up under Communism!"

—says NIKITA KHRUSHCHEV

Will the Soviet threat come true? Will *your* grandchildren live under Communism? Forget God? Salute the Soviet flag?

"Never!" you say. But *are you sure?* How can you oppose Communism? One sure way. Help *Radio Free Europe!* What does it do? It broadcasts the news of freedom to 79 million captive people behind the Iron Curtain. It helps keep them from turning to Communism. It poses a major obstacle to the Russians starting a war. But Radio Free Europe depends on individual Americans for its existence. Will you give a dollar? Give 5 dollars . . . or more? Surely your heart tells you to give something—so our children—and all children—shall live in freedom throughout the world.

GIVE NOW TO . . .

RADIO FREE EUROPE

The American People's Counter-Voice to Communism

Mail your contribution to Radio Free Europe Fund,
P. O. Box 1961, Mt. Vernon 10, New York

THE LANDING STRIP

as seen by
JOHN BURGOYNE & BILL MASTERSON

Burgoyne Store Panels Are Strong! . . . VERY STRONG!

So strong in fact, that we think it's high time we did a little horn-tootin' on the subject!

* * *

Just how is it, for instance, that Burgoyne can build panels in city after city that include most of the top chain and independent supermarkets in the area? We think the answer lies in our continuing Annual Survey of Super Market Shoppers. Take a look, for example, at a few of the comments we've received from store operators about our recently-issued 7th Annual Survey of Super Market Shoppers:

". . . this Survey contains a wealth of information that can be used at all levels—from store manager to top merchandising executive."

". . . want you to make a slide presentation of your 1960 Survey at your earliest convenience."

". . . your new Super Market Survey certainly helped clarify some of our own particular merchandising problems."

These are typical comments from dozens of letters we get each year expressing appreciation and gratitude for the help the Burgoyne Survey provides in modernizing and improving in-store merchandising activities. In short, this annual Survey provides a means of establishing an atmosphere of trust and cooperation between store executives and ourselves. This, in turn, enables us to enlist the aid of a truly representative, high volume group of retail outlets. In addition, it assures permanency in Burgoyne store panels because authorization for individual store audits comes from top management—where Burgoyne is best known.

* * *

Oustanding store panels, of course, are just a part of the "Burgoyne Story". Drop us a request on your letterhead for our "Blue Cover Brochure" — relating in detail all the features of Burgoyne Retail Sales Studies, and why more and more advertisers and agencies are coming to Burgoyne for sales tests. Send for it today!

Burgoyne Index, Inc.
marketing and sales research
FIRST NATIONAL BANK BLDG. CINCINNATI 2, OHIO
CHICAGO OFFICE: Formative Bldg. PHILADELPHIA OFFICE: 1405 Locust St.

WTMJ-TV Asks Viewer Guidance in Programming

MILWAUKEE, March 7—WTMJ-TV is seeking to determine the television preferences of viewers in the Milwaukee metropolitan area in what the station says is probably the most comprehensive survey of its kind.

The *Milwaukee Journal's* television station is making the survey in conjunction with the annual consumer analysis study by the *Journal*. It is based on a random sampling of 2,100 homes—believed to be the largest sample ever employed in such a survey. The questionnaire asks:

- What are the viewers' favorite five tv programs in order of preference?
- Which classes of tv programs best serve viewers' needs?
- Which classes of tv programming would viewers prefer to have increased or decreased?
- Which classes should be kept as is?
- At what time of day would viewers prefer to have various classes of programming?

Time periods will be broken down into before 6 p.m., between 6 and 10 p.m., and after 10 p.m.

■ Classes of programming from which the viewers are asked to choose are popular music and variety; religious; sports; symphonies, operas, ballet, etc.; news and weather; mystery, detective, adventure and western; discussion of serious subjects; other information-education programs, and drama other than the types listed previously.

The survey will also seek to determine how many homes answering the questionnaire have fm receivers in their homes, and to which fm station they listen most often.

The consumer survey employs a probability sample of 37 community areas in the Milwaukee market, in which are included all of Milwaukee county and portions of Ozaukee, Washington and Waukesha counties. The number of names selected from each of the areas is in proportion to current population estimates, as prepared by the *Journal's* market research department, which maintains a continual count on population and households.

■ Because official 1960 census figures for dwelling units by areas and tracts had not been published at the time the 1961 consumer analysis survey was distributed, estimates are based on 1950 figures, which have been kept current by using data on residential building and demolitions.

The estimates were checked by comparing them with information on gas and electric meter registrations, and on telephones, to plot against projections and thus arrive at a precise determination of households by area.

The consumer analysis questionnaires themselves were mailed to the selected households. The questionnaires had to be returned in person, at which time they were checked and the person bringing the questionnaire given a large bag of grocery products as a "reward."

These persons were asked to fill out WTMJ-TV questionnaires at the *Journal* at the time their consumer analysis questionnaires were being checked. #

Pearson Joins KBOX

Stanton J. Pearson has been named sales manager of KBOX, Dallas. Mr. Pearson formerly was zone marketing manager of Miller Brewing Co.

TV-FM Questionnaire

List your favorite TV programs (in order of preference)

1
2
3
4
5

Which of the following classes of TV programs best serve your needs?
Indicate relative importance by numbering 1, 2, 3, etc.)

Popular Music and Variety	Mystery-Detective-Adventure
Religious	Western
Sports	Discussion of Serious Subjects
Symphonies, Opera, Ballet, etc	Other Information-Education Programs
News and Weather	Drama (other than above)

Would you like to have more or less programming in these classes? (Please check)

	More	Less	OK as is
Sports			
Symphonies, Opera, Ballet, etc			
Mystery-Detective-Adventure			
Discussion of Serious Subjects			
Religious			
Popular Music and Variety			
Western			
News and Weather			
Drama (other than above)			
Other Information-Education Programs			

At what time of the day would you prefer to have programs in these classes? (Please check)

	Before 6 P. M.	6 to 10 P. M.	After 10 P. M.
Mystery-Detective-Adventure			
Popular Music and Variety			
Western			
News and Weather			
Sports			
Drama (other than above)			
Religious			
Other Information-Education Programs			
Discussion of Serious Subjects			
Symphonies, Opera, Ballet, etc			

Can you receive FM radio programs in your home? Yes ☐ No ☐

Which FM station do you listen to MOST?

FEEDBACK—*This is the questionnaire circulated by WTMJ-TV to a sampling of 2,100 Milwaukee area homes.*

Talent Fee Boost Called Critical Cause of Robert Hall Switch from Spot TV to Radio

NEW YORK, March 7—A boost in commercial talent fees by Screen Actors Guild and the American Federation of TV & Radio Artists was the straw that broke Robert Hall Clothes' spot tv schedules, the chain clothing marketer says (AA, March 6).

The former bigtime tv spender decided it was time to cut back in that medium when it found that its tv talent costs were going up by 150% to 200% in some cases, Jerry Bess, exec vp of Arkwright Advertising Co., Robert Hall's agency, said.

On Feb. 26 Robert Hall began its pre-Easter push on about 40 tv stations, a sharp cutback from the approximately 140 stations previously used. From five to 10 spots per week per station are being run.

But tv's loss has been radio's gain. The company has hypoed its spot radio schedules to 350 stations from a former lineup of about 200. It includes 50 to 60 spots per week per station, plus sponsorship of five-minute newscasts in peak car driving times.

■ Newspapers have been holding their own. The clothing store chain is using some 250—about the same number as in former campaigns. From two to three insertions per week per paper are included.

Although it was the rise in talent cost which, according to Robert Hall, triggered its shift in emphasis away from tv, several other factors, including higher time costs and the scarcity of prime minutes, already had the company worried about tv, it said.

Plenty of 10-second spots were available in prime time, but Robert Hall did not feel that it could get its message across in such a brief period. "We use very little institutional," Mr. Bess noted, "and so could not take advantage of the shorter spots."

Although the company formerly ran heavy schedules in late movies and around the "Jack Paar Show," it now feels that after 10 p.m. there is a sharp drop in viewing, especially in the southern market. "We found ourselves paying a high price for viewers after that time," the agency executive noted.

■ Robert Hall is continuing tv on stations where it can still get good spots at a realistic price, and these do not include the largest markets, Mr. Bess said. Current schedules, with the exception of Chicago, are in markets in the 25th to 50th-largest group. Nothing is run after 11:15 p.m.

Arkwright had considered ways of getting around the higher talent costs, "but anything short of using live people was out of the question," Mr. Bess said. Some stations suggested producing the commercials with their own tape facilities, "but that was not the answer because it was still expensive, and we want to control our own production," he explained.

■ Jack Wilcher, Arkwright's creative director, pointed to a cost problem peculiar to the clothing and a few other highly seasonal businesses. "In the clothing business," he said, "we don't use films as long as some other people do. We have to keep shooting pictures constantly because of changing styles and short seasons. Easter commercials, for example, can be run only about four weeks. I don't mean to imply that unions should charge by the week, however, as has sometimes been suggested," he said, because that would make the situation even worse. #

Benveniste Joins Beckman as VP, Account Supervisor

Robert L. Benveniste has joined Beckman, Koblitz, Los Angeles, as a vp and account supervisor, specializing in the drug and packaged foods field.

Robert L. Benveniste

Mr. Benveniste formerly was with the Owl drug chain and its parent, Rexall Drug Co., for 15 years, and most recently served as director of merchandising and advertising.

Romney Wins Silver Scepter

George Romney, chairman and president of American Motors Corp., has been named recipient of the Silver Scepter award by National Business Publications. Mr. Romney will accept the award at the 12th annual spring meeting of National Business Publications in Palm Springs, March 26-30. The 1960 award recognizes Mr. Romney's ability in sustaining and expanding American Motors' "far-flung markets, through comprehensive utilization of a full marketing concept, backed by effective use of business publication advertising and promotion."

'Eagle' May Fly Again

The *Brooklyn Eagle*, shut down for five years except for a brief try last fall, hopes to resume publishing via Sunday editions on April 16. R. F. Dowd & Co., a New York brokerage house, has purchased complete control of the *Eagle* and is expected to offer 100,000 shares of the newspaper's common stock at $3 a share.

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

"The Jackson TV market area's economic potential is amplified by the South's traditional warm hospitality."

Miss America, 1959

MARY ANN MOBLEY

Brandon, Mississippi

WLBT Hollingbery 3

WJTV Katz 12

Serving the Jackson, Mississippi, Television Market

Arthritis Group Calls Parley on False Ads

(Continued from Page 1)

reportedly was to rally support for new educational and legal attacks on false and deceptive drug advertising.

Groups invited to the meetings were known to be recommending several separate approaches to the problem.

Some, particularly the medical experts in the movement, think new and stronger federal and state laws are needed.

Others regard today's meeting as a prelude to a much bigger meeting, with health agencies in every field joining to expose and fight misleading advertising.

■ Another point of view, also represented at the meeting, calls for closer cooperation between health organizations and leaders of the advertising business. Representatives of the New York chapter in particular have pointed out that nearly 70% of advertising in this field can be reached in New York and that some substantial improvement might be achieved if a mechanism existed for the foundation and the advertising industry to assist each other.

The foundation has been crusading against quackery in the arthritis field for more than a year. It claims that advertisers spend more than $100,000,000 on press and broadcast media to reach the nation's 11,000,000 arthritics. Of the $435,000,000 spent by arthritics annually for non-prescription drugs, devices, remedies and treatments, foundation witnesses told the Kefauver committee last summer that at least $250,000,000 is spent for products which are deceptively promoted. They emphasize that those who are most often cheated are they who can least afford it.

■ Today's meeting at the Shoreham Hotel was by invitation only. The call for the meeting went out over the signature of Gen. George C. Kenny, foundation president. Planning was handled by James L. Curran, program director of the foundation's ad committee.

Along with the invitations went some pre-session reading matter for the participants, including a new book, "The Misrepresentation of Arthritis Drugs and Devices in the U. S.," by Ruth Walrad, research consultant for the foundation.

■ The book finds that existing statutes are generally conceded to be adequate though imperfect. Among the proposals to strengthen law enforcement effort, it mentions a number of suggestions which originated with the Blatnik committee's investigation of drug advertising three years ago: (1) Give the Post Office broader authority to control advertising through the mail; (2) deny all use of third class mail to mail-fraud respondents; (3) give Food & Drug Administration complete authority over medical frauds and professional advertising, other than advertising through the mail; (4) make FTC and Post Office orders binding on other government agencies; and (5) shift the burden of proof to the advertiser so that government will have less trouble winning its advertising cases.

■ In the letter of invitation for the meeting, the foundation explained that the one-day meeting had been called "to outline ways in which we can jointly strengthen current activities both in the educational and legislative area."

At the morning session, the conferees were to get a review of the problem, together with a discussion of specific kinds of problem products—such as vibrators and publicized diet cures.

■ During the afternoon session, the meeting was to get down to brass tacks. On the subject "Legislative Action and Problems of Enforcement," the discussion was to cover: "Is Legislation Adequate" and "The Real Lack—Public Education." Also on the agenda: "Problems of Advertisers and Publishers" and "Suggestions for Further Mutual Action Against the Problem."

In its literature, the foundation has been generally laudatory about the activities of federal agencies. A 1959 study by Ruth Walrad said that FTC gives quackery such importance that in the past 10 years the regulation of arthritis and rheumatism advertising has taken precedence over all other misleading advertising work of the agency.

■ "The discouraging factor," she wrote, "is that as soon as one product is brought under control or eliminated, another takes its place. All too often the new product is manufactured by the same person or company which marketed one of the eliminated nostrums, but the unscrupulous promoter has perhaps two years to 'make hay' before false claims for the new product can be finally adjudicated."

Her study said, "Not only is a profusion of arthritis product advertising false and misleading, it is unavoidable. All forms of media are used extensively, but such advertising is most apt to be found on television, or in newspapers and magazines. Usually the more sensational the magazine or newspaper, the more sensational the claims. Some of the absolutely worthless and most dishonestly promoted nostrums are advertised in thousands of publications."

■ A special survey showed that about 8,690,000 arthritics use proprietary devices or drugs of some kind (other than aspirin). "While this reflects the enormous size of the total market for arthritis products," she wrote, "the heart of the immediate problem is revealed by the shocking fact that 57% of the arthritics purchasing arthritis products, purchased at least one which was misrepresented to the consumer."

Of all the items listed in the survey, she reported, the largest number of purchases were made as a result of television advertisement, with 25% so indicating. The ratings of other media were newspapers 21%; magazines 15%; and radio 10%. Drug stores were overwhelmingly the point of purchase, with a 72% response. #

Evans Succeeds Taddei at WHCT-TV

HARTFORD, March 7—Paul B. Evans, formerly director of sales of Metropolitan Broadcasting Corp.'s worldwide division, New York, has been named general manager of WHCT-TV, Hartford station owned by RKO-General which will be used to test pay tv. He succeeds Edward D. Taddei.

Mr. Taddei, who headed the company which sold the station to RKO-General, said he had resigned; he said he knew his next affiliation but declined to reveal it.

"I feel my job in Hartford has been accomplished," he said. "After having had a part in keeping an independent station alive in this city and after having successfully worked for the establishment of a pay tv test, I feel my job is at an end," he said. #

Last Minute News Flashes

FTC Probes Apparel Co-op; Other Late News

• **Federal Trade Commission** investigation of promotional co-op ad allowances in the apparel field got under way today (March 10) with four-page questionnaires mailed to 213 department stores and three-page forms to 19 New York resident buying offices. Stores have 45 days to report how all allowances, rebates, discounts, etc., from suppliers of men's, women's and children's apparel were collected and spent. Buying offices must show amounts collected for each store and provide copies of catalogs, brochures and advertising produced by stores they represented.

• **Borden Co.**, New York, is experimenting with a 900-calorie ice-milk product which "tastes almost as good as ice cream." It is as yet unnamed and unassigned to an agency. Waukesha Fruit Products, Waukesha, Wis., has announced marketing plans for its frozen Nutri-Diet, a similar product (*see story on Page 22*).

• **Pro-Phy-Lac-Tic Brush Co.** breaks an advertising campaign for a new Pro Double Duty stannous fluoride impregnated toothbrush with a two-color page in *Life* March 31, followed by ads in *Ladies' Home Journal*, *McCall's*, *Reader's Digest*, *TV Guide* and *Vogue*. The 98¢ brush, with a mint-fragrance handle, has a 2% stannous fluoride solution in the nylon bristles. Lambert & Feasley, New York, is the agency for the Warner-Lambert Pharmaceutical Co. product.

• **General Mills** scheduled newspaper ads and regional tv cut-ins on March 8 in 15 eastern markets to announce a new Gold Medal flour-milling process called Bellera. Ads broke in Buffalo, where General Mills has converted its mill to Bellera process. Cut-ins are over General Mills' "Day Report" (NBC). To celebrate the event, General Mills is packing $1,200 worth of certificates in balloons in all 15 cities. Dancer-Fitzgerald-Sample, New York, is the agency.

• **President Kennedy** will speak April 27—on a subject to be announced—at the annual dinner of the Bureau of Advertising, a function closing the convention of the American Newspaper Publishers Assn. at the Waldorf-Astoria, New York.

• **Blue Cross of Southern California**, with Honig-Cooper & Harrington for about ten years, has named J. Walter Thompson Co., Los Angeles, to handle its account.

• **Batten, Barton, Durstine & Osborn** has been named to handle advertising for Armstrong Cork Co. in Australia, through its affiliate agency, John Clemenger Ltd., Melbourne. Armstrong started advertising its Corlon vinyl plastic flooring in Australia last year. In the U.S., BBDO handles Armstrong's floor, industrial, glass and closure divisions. It shares the domestic account with Ogilvy, Benson & Mather.

• **Stan Roberts** has resigned as general manager of advertising and sales promotion in North America of Massey-Ferguson Ltd., Toronto. Mr. Roberts could not be reached for comment, but it was reported he left the company for another position. Sidney Wallach, formerly assistant to Mr. Roberts, will take charge of the advertising department until a successor is named.

• **John Straiton**, formerly creative director, a company director and shareholder of Young & Rubicam, Toronto, has joined the Toronto office of Ogilvy, Benson & Mather. Although he has no title, it is understood he will be in complete charge of creative activities.

• **Jack Barry**, marketing research director of Alberto-Culver Co., Melrose Park, Ill., has resigned. The company said it expects to announce his successor in about a week.

• **Crescent Co.**, Pawtucket, R. I., and its Carol Cable Co. division have switched their advertising from Aitkin-Kynett Co., Philadelphia, to Chirurg & Cairns, Boston.

• **Audit Bureau of Circulations'** board on Friday (March 10) gave final approval to a new ivory form for business paper publisher statements. On the new optional form, which was first approved by the ABC board last fall (AA, Oct. 24), a business paper publisher can show an occupational breakdown of his free circulation. ABC said that the new rule was supported today by all members of the board except the daily newspaper representatives.

• **TV Denver Inc.**, owner of KBTV, Denver, has purchased KICN, Denver radio station, from Empire Broadcasting Inc. The purchase price reportedly was $500,000. TV Denver said this was the first step in an expansion program.

• **Sponsors** may begin to feel the wrath of Italian groups, which charge that "The Untouchables" (ABC-TV) has been maligning them. At ADVERTISING AGE press time, Anthony Anastasia, head of the International Longshoremen's Assn., Brooklyn, was threatening a boycott of all Liggett & Myers Tobacco Co. products on U. S. and Canadian waterfronts if the telecast, which is based on the crime busting career of a treasury agent, doesn't stop "stereotyping Italians as criminals." ABC already has assured Italians who have protested the use of Italian names on the show that these names will be used only for real names or when the plot is entirely dependent on such characterizations.

• **Marty Reynolds**, formerly space buyer with Henri, Hurst & McDonald, Chicago, has joined the Chicago staff of McKittrick's Directory.

Benton & Bowles Should Have Billed $119,880,000

Robert E. Lusk, president of Benton & Bowles, has revised the total figure for Benton & Bowles by consolidating the billings of its British subsidiary, which would make B&B's total billings $119,880,000. Mr. Lusk says: "We may very well have contributed to what we consider an inequitable representation of Benton & Bowles in your 1960 report on agency billings by instructing our British operation to report independently of us, but I thank you for inviting us to report our total billings again now. Next year we will send you a consolidated report.

"With reference to your Feb. 27 issue carrying the various agency listings, Benton & Bowles should be in eighth place in your table on Page 40 with total billings of $119,880,000. This includes the $114,000,000 we previously reported for domestic and Canadian billings and the $5,880,000 in billings reported by Benton & Bowles Ltd. In your international table on Page 54, Benton & Bowles should be listed in 10th place with $5,880,000 in billings."

Chambers, Wiswell Splits with Grant

CHICAGO, March 7—Grant Advertising and Chambers, Wiswell, Shattuck, Clifford & McMillan, Boston, have split, thus ending a seven-month marriage.

The management of Chambers, Wiswell has bought back the Boston and Stamford offices of that agency. Grant purchased the operation last August (AA, Aug. 22), which resulted, Grant said, in the addition of 72 accounts and $6,000,000 in billings.

Reasons for the divorce were obscure. Officially, the release said, "Local differences in the New England area made it necessary to have complete flexibility of operation, obtainable only under separate ownership."

But there were reports that the problem lay elsewhere. For example, Chambers, Wiswell was said never to have billed close to the $6,000,000 figure; $3,500,000 was more nearly correct. Currently it may have been losing money.

Asked by Chicago to cut its payroll about $8,000 monthly, Boston was said to have objected, thus setting the stage for the divorce.

■ There are no account changes as a result of the divorce. However, in a coincidental action, John E. Cain Co. is shifting its mayonnaise and potato chip account from Chambers, Wiswell to Charles F. Hutchison Inc., effective March 31. Billings estimates on this range between $150,000 and $400,000.

The split with Chambers, Wiswell was the second divorce for Grant in the last two months. Last January, Grant and Robinson, Fenwick & Haynes, Los Angeles, went their separate ways, ending a five-month marriage (AA, Jan. 2). #

Preparation H, Pinkham Ads Okay for Radio: NAB

NEW YORK, March 10—Television may be squeamish about accepting advertising for hemorrhoid treatments and personal female products, but not so radio.

The subcommittee set up by the radio code board of the National Assn. of Broadcasters to investigate the acceptability of personal products has ruled that Preparation H and Lydia E. Pinkham's medicine are not prohibited under the present language of the code. Both these product categories are *verboten* under the tv code.

Radio stations which have queried NAB about the acceptability of Preparation H and Lydia Pinkham medicine have been advised that there is no prohibition against these products per se.

■ Ted Bates & Co. turned to radio for Preparation H when hemorrhoid treatment ads were banned for code-subscribing tv stations. A sizable spot budget still is being carried on non-code stations, but the station lineup has been cut sharply by the NAB stand.

With the cutback in tv has come an expansion in radio. Radio spots are now reportedly running in about 80 markets. Others are expected to be added.

Lydia E. Pinkham, through Cohen & Aleshire, started a concerted drive in major markets in January. The agency reported it has had no trouble spending spot radio dollars for this patent medicine. #

Roberts Joins Westinghouse

Michael J. Roberts, formerly a sales executive of *Variety*, has been named director of program sales of Westinghouse Broadcasting Co., New York.

Mattel to Spend $2,500,000-Plus in '61 Promotion

HAWTHORNE, CAL., March 9—Mattel Inc., toy manufacturer, has set a budget of more than $2,500,000 for national advertising and point of sale promotion to back its 1961 line of toys and games.

The budget represents a 20% increase over last year's budget, Cliff Jacobs, marketing vp, said.

"Matty's Funday Funnies," sponsored by Mattel on ABC-TV Sunday afternoons throughout the year, will get the heaviest portion of the budget. The show also will be televised on Friday evenings through September, then will be switched to Saturday evenings through December.

In addition, Mattel will use spots in 40 markets from September through December. To promote its Christmas product line, Mattel will launch a trade drive with a six-page four-color insert in *Playthings* and *Toys & Novelties*.

Special display units have been created for the Chatty Cathy talking dolls, Barbie dolls and its line of accessories, a new record album, western guns and musical toys.

Carson/Roberts is the Mattel agency. #

AGENCY LOVES CLIENT—*Carson/Roberts, Los Angeles, uses this four-column, full-depth b&w ad in the New York Times March 13, opening day of New York Toy Fair, to thank Mattel Toymakers for a happy seven-year relationship.*

Slee Joins Litton Industries

Kenneth J. Slee, formerly corporate director of pr and advertising of General Precision Equipment Corp., New York, has joined the corporate advertising and pr staff of Litton Industries, Beverly Hills, Cal. He will direct advertising and provide marketing assistance to Litton Systems, a division.

'Times' Exaggerates Europe Circulation, Says 'Herald Trib'

NEW YORK, March 9—The *New York Herald Tribune*, which has been publishing a European edition in Paris for 74 years, took off its gloves this week and began pounding away with bare knuckles at the circulation claims of the new international edition of the *New York Times*.

In full-page ads in ADVERTISING AGE and *Export Trade* the *Herald Tribune* charged that the *Times* is exaggerating its European circulation.

The *Tribune* said it had checked with the European distributors of both dailies and found that "The claims of the *New York Times* international edition do not correspond with the facts media men need."

As examples, the *Tribune* ad cited *Times* distribution claims of 1,296 for Belgium (actual sales 490); 300 for Portugal (actual sales 70); 350 for Greece (actual sales 250); and 3,809 for the United Kingdom (actual sales 1,554). By contrast, the *Tribune* cited its circulation of 952 in Belgium, 250 in Portugal, 360 in Greece and 2,652 in the United Kingdom.

■ "At home or abroad," the *Tribune* said, "you do not buy press run or distribution; you buy net paid circulation. Only the European *Herald Tribune* publishes net paid circulation . . . 52,500."

The *Tribune* ad concluded with the claim that it outsells the *Times* international edition "better than two to one."

At the *Times*, Mark E. Senigo, promotion manager, said the *Times* does not plan to reply publicly to the *Tribune* charges, but Ivan Veit, business manager, did prepare an answer in the form of an interoffice memorandum.

This memorandum advised the *Times* staff that the *Tribune* ad was "misleading" in that it was confined to the newsstand sales picture.

Mr. Veit pointed out that mail subscriptions account for more than one-third of the total circulation of the *Times* international edition. He said the *Times*' subscription sale of 12,000 "is greater than the subscription total of the *Herald Tribune* by more than 2,000."

■ Referring to examples cited in the *Tribune* ad, Mr. Veit noted that the *Times* has 1,567 mail subscribers in the United Kingdom, in addition to the 1,554 newsstand sales cited in the *Tribune* ad, and 240 mail subscribers in Belgium, plus the 490 newsstand sales cited by the *Tribune*.

Mr. Veit added that the *Times* has "consistently been careful to present an estimated net figure as well as distribution. That's why our recent circulation broadside stated in its introductory caption that distribution was 45,000 copies and net paid sale was 33,000 copies. We have never claimed sales of more than 33,000. In February, it was probably somewhat less than that, but over 30,000."

Mr. Veit also took the opportunity to make some countercharges of his own. He said the *Tribune's* circulation claim of 52,000 net paid is based on a statement of last May 17, when the tourist season was already well under way.

■ "An estimate based on the *Herald Tribune* press run, which must be reported to the French government, indicates that its current sale is below 45,000," he added. #

'Seventeen' Moves Office

Seventeen, New York, has moved to new quarters at 320 Park Ave.

Eastern Changes Pitch of Its Ads; Cuts Roar to Hum

(Continued from Page 1)

airline. In place of the big black type selling destinations and schedules will come a soft-sell institutional-style advertising featuring photographs and selling Eastern ground services.

For two decades Eastern has been known for its supermarket-style advertising. This advertising was supervised personally by Capt. Eddie Rickenbacker, founder of the airline and longtime chief executive officer. Capt. Rickenbacker used to go over every line of copy in Eastern's advertising.

■ In 1959, Capt. Rickenbacker moved up to chairman, relinquishing the presidency and chief executive post to Malcolm A. MacIntyre, former Under Secretary of the Air Force.

Prior to plunging into its new-style advertising, Eastern will run an all-copy ad next week in 114 dailies in 66 cities. The ad, scheduled in 1,000- and 1,200-line versions, will be signed by Capt. Rickenbacker and Mr. MacIntyre. It will announce that "the real challenge of the jet age is to bring you dependability, speed, and quality of service on the ground as well as in the air."

Following this introductory ad, Eastern will launch a series of seven insertions in the same list of newspapers, each pointing up an Eastern service. This campaign will run over a three-month period.

■ The first of the insertions will feature Eastern's new blazer-uniformed customer representatives, who will be stationed in the front of ticket counters to answer questions and direct passengers to boarding gates.

Other insertions will feature Eastern's baggage service, food service, Flite-Chek plan, timetables, reliability and weather observation facilities.

Mr. Morrisette said Eastern will be spending $6,000,000 on advertising this year, which is about what it has been spending in recent years. The airline will continue to sell destinations, but even these ads will have artwork. Previously, the only artwork in an Eastern ad was a line drawing of an airplane.

■ Before moving ahead with its new program, Eastern paused to pay tribute to the Rickenbacker-dictated advertising that has become a familiar part of newspapers in Eastern's service area.

"Up to a point," the airline said, "this technique has been eminently successful in luring customers into its planes—some 8,964,000 of them in 1960.

"But times, plane riders and ad readers are changing."

Mr. Morrisette advanced the theory that the airline industry has reached the point of diminishing returns in the use of superlatives.

"Now that the hardware, the eatables and the performance have caught up with the verbiage, the terms that would truthfully describe them have all been beaten out of shape," he said.

■ Eastern's advertising will continue to be handled by Fletcher Richards, Calkins & Holden. Fletcher D. Richards, now chairman of the executive committee of this agency, has a 21-year link with Eastern—first with Campbell-Ewald Co., then with Fletcher D. Richards Inc., and now with the present combination. #

New counter measure speeds your trip

NEW LOOK—*Radical change in Eastern Air Lines advertising will be made with this newspaper insertion, first in a seven-part series stretching over three months.*

CAB Temporarily Ends DC-8B Ad Ban

WASHINGTON, March 7—The Civil Aeronautics Board today temporarily suspended an order which would have required Eastern Airlines to stop advertising its jets as DC-8Bs (AA, Feb. 27).

The board has given Eastern until March 13 to file a petition for reconsideration. If the petition is submitted, CAB said the decision will remain suspended until the petition is acted on. #

American Ads Tell Debut of Astrojet

NEW YORK, March 9—American Airlines this week moved into the final stage of its introduction of the 707 Astrojet.

Using spreads in 20 newspapers in 10 cities, American heralded the start of its Astrojet service on March 12.

The Astrojet is a Boeing 707 equipped with Pratt & Whitney fan engines. American says that it "easily outperforms all other airliners."

The Astrojet will be in service on the New York-Los Angeles and New York-Chicago-Mexico City runs. American ads show the Astrojet will fly nonstop New York-to-Los Angeles in five hours and 25 minutes. This is comparable to the advertised time of the Convair 880, now in service with Trans World Airlines. However, American says that in actual service, with full loads, the Astrojet will outfly the Convair.

■ Use of the Astrojet symbol marks a new departure for American. American has never before coined a word to describe one of its planes.

The magazine schedule called for a series of five pages in *Newsweek*, *The New Yorker*, *The Saturday Evening Post*, *Sports Illustrated*, *Time* and *U.S. News & World Report*. American also used 25 other magazines, largely travel and business papers.

Young & Rubicam is the American agency. #

Frances, Morris Adds One

Frances, Morris & Evans, New York, has been appointed to handle advertising for Selected Securities Research, Seaford, N. Y., investment advisory service. The account was formerly handled by Albert Frank-Guenther Law.

Noble to Baker & Stimpson

Mark Noble, formerly senior marketing analyst of Gillette Safety Razor Co., Boston, has been named research director of Baker & Stimpson Advertising, Seattle.

U.S. Drops Its Anti-Trust Case vs. Soap Makers

'Changed Conditions' End 8-Year Effort to Cite P&G, Lever, C-P

NEWARK, March 8—An eight year battle to have the "big three" soap companies and their association tried for violating the anti-trust laws ended this week as the government gave up the fight.

At the request of the Department of Justice, a federal order was signed dismissing the action against Colgate-Palmolive Co., Lever Bros., Procter & Gamble and the soap trade group, the Assn. of American Soap & Glycerine Producers.

The Justice Department said that because of changes since the suit began, it could no longer be resolved with a decree. Noted, particularly, was changeover from soap to synthetic detergent sales since 1952.

The soap companies have been charged with controlling at least 75% of the soap market for a 20-year period and were said to have garnered more than 90% of the "syndet" (synthetic detergent) market in a three-year period by fixing and manipulating promotion and advertising expenses, sharing patents and dominating the trade association.

■ In the original complaint, the "big three" were alleged to control more than 75% of the $710,000,000 soap and syndet sales in 1951. No other producer had sold more than 4% of the total market, and no entry since 1926 had been able to get more than 1% of the market, the U.S. declared.

Last year, soap sales continued their consistent decline and were at a low of $319,211,000, while syndets hit an alltime high of $800,673,000, according to the soap association.

By 1956, at least one other producer—Monsanto Chemical Co.—had more than 6% of the heavy duty detergent market, according to authoritative figures published recently (AA, Dec. 26). Monsanto's All did so well, in fact, that it was bought by Lever in 1957, which touched off another anti-trust action, now pending. #

American Oil to Spend $6,000,000 in Atlanta Region

CHARLOTTE, N. C., March 9—L. W. Moore, president of American Oil Co., Chicago, told petroleum jobbers yesterday that American would spend more than $6,000,000 in the six-state Atlanta region alone during its "new look" campaign.

Standard Oil Co. (Ind.) will unify its Standard, Amoco and Utoco gasoline brands under the American brand soon, with American Oil as its chief operating subsidiary.

"We are investing more than $6,000,000 in a 'new look' that will link stations in this area to a nationwide network of 29,000 service stations, and in promotion of our products," Mr. Moore told jobbers from the six states.

"Over $1,000,000 of this will go into newspaper, radio, television and billboard advertising," he said, "and we have budgeted more than $5,000,000 for new signs, and for pumps, paint and other elements of this new look."

The Atlanta region includes Florida, Georgia, South Carolina, North Carolina, Virginia and West Virginia. #

BIGGEST HOME BAKING MARKET

Farm families are larger, eat more individual meals at home than the average U.S. family. As a result, farm housewives bake more—and the busiest farm bakers are in the South. Virtually all—a huge 97%—of the farm families in the South *bake one or more times a week!*

This heavy consumption of baking ingredients is even higher per family among Progressive Farmer subscribers. For example, 65% of The Progressive Farmer families bake biscuits *from 1 to 3 times a day!* The average flour consumption is an amazing *9.96 lbs. per family per week*—3½ times as much as the average U.S. family uses! No wonder Progressive Farmer women readers show more interest in baking product advertising...are more aware of brands when they buy...and less apt to buy for price alone.

The Progressive Farmer provides recipe rapport with the cooks of 1,408,000 subscriber households—an audience mostly unduplicated by women's magazines or national weeklies. McCall's, Ladies' Home Journal and Good Housekeeping combined *miss 80%* of The Progressive Farmer readers. Isn't it only natural that one of The Progressive Farmer's greatest advertising success stories would involve a leading brand of cake mix!

More than 5,770,000 READERS in the 16 Southern States

THE PROGRESSIVE FARMER

Advertising Offices: BIRMINGHAM • RALEIGH • MEMPHIS • DALLAS
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

Vision Suit Hits 'Gallagher Report'

NEW YORK, March 8—Vision Inc., publisher of *Printers' Ink*, today filed a $500,000 suit against Bernard P. Gallagher and his "Gallagher Report" in state supreme court here.

"In the spring of 1958," the *PI* publisher charged, "defendant Bernard P. Gallagher contacted plaintiff and asked plaintiff to agree to reprint items from and favorable comment about the 'Gallagher Report' in *Printers' Ink*, and defendant Bernard P. Gallagher offered in return to cause the 'Gallagher Report' to publish favorable comment about *Printers' Ink*. Plaintiff refused to enter into any such agreement."

■ The suit cites four instances of published material, and asks $125,000 damages in each instance.

In the March, 1960, issue of "Report," says the complaint, "a false and exaggerated item" appeared about *Printers' Ink*. This item allegedly declared:

"Advertising Press. Some dangerously rough spots here. Only *Media/Scope* with a healthy 95.8% increase in advertising and ADVERTISING AGE with a plus 8.4% are moving ahead. All others behind. In particularly rough shape: *Printers' Ink*.

"*Printers' Ink*. Has not caught fire under new management. Biggest problem appears to be loss of standing and reputation as the top advertising book in its field—a position it held for more than 70 years. Magazine still being experimented with. Vacillation and indecision show. Wound up 1959 with 103 pages under 1958. Behind this loss is a drop of 22.5% of its mainstay advertising—business publications," the complaint said, citing the "Report."

■ These statements, declared Vision, were understood to mean that *PI* "was in serious financial condition and that plaintiff had mismanaged its business in that it had caused *Printers' Ink* to lose its long-standing reputation and standing in its field." All this, added Vision, "was false and known by defendants to be false." "Defendants published said words with actual malice and with the specific intention of injuring plaintiff," says the complaint. Damages asked on this count: $125,000.

Similar instances are cited in the April, October and December, 1960 issues of "Gallagher Report," with similar comments by the plaintiff and claims for damages.

ASSERTIONS PROVABLE, GALLAGHER ASSERTS

NEW YORK, March 9—Bernard Gallagher told ADVERTISING AGE today neither he nor his attorney had yet seen the complaint.

He added, however, "Whatever we publish, we are in a position to prove the truth and accuracy of. Our material is thoroughly researched and thoroughly provable."

■ Mr. Gallagher asserted that *Printers' Ink* had used "editors as private eyes." He said he was approached before Christmas by *PI* editors who wanted to do a profile on him; and that it was evident from the fact that the profile never appeared and that a suit was filed that the reporters were used to collect information for a suit. He called this "unethical."

Mr. Gallagher and the "Gallagher Report" have been the targets of several suits recently. A suit alleging libel and asking $200,000 in damages, filed by Advertising Publications Inc., publisher of ADVERTISING AGE, in 1959, is currently pending. A libel suit filed in December, 1960, by F. Clay Buckhout, vp and advertising director of *Life*, and seeking $550,000 in damages, was withdrawn last month following publication of a retraction by the "Gallagher Report." ≠

Monroe Morrison Sutton

EXCAVATING FOR A MINE—*Lowell Monroe, vp of Griswold-Eshleman and executive on the Jeffrey Mfg. Co. account, with Steve Sutton, Jeffrey pr manager, makes a trip through the mines of Lorado Coal Mining Co., Lorado, W.Va., with Dave Morrison, Lorado mining engineer, to see the Columbus, O., company's coal mining equipment in action.*

AMA Selects Zellerbach as Parlin Award Winner

The American Marketing Assn. has selected Harold L. Zellerbach, chairman of the executive committee of Crown Zellerbach Corp. and chairman of the board of Zellerbach Paper Co., as this year's recipient of the Charles Coolidge Parlin Memorial Award. The Parlin Award, established in 1945, is presented annually for outstanding achievement in the field of marketing and marketing research.

Harold L. Zellerbach

Mr. Zellerbach will deliver the annual Parlin Memorial Lecture before the AMA in Philadelphia April 18.

Compton Boosts Two

Alvin Kabaker, vp and general manager of the Los Angeles division of Compton Advertising, has been given the additional duties of head of West Coast operations. In New York, Compton has named Lester Cohen, account supervisor on the El Producto Cigar Co. account, a vp.

Eckard Joins C. H. Smith

N. Gary Eckard, formerly manager of the midwestern station division of the American Research Bureau, Chicago, has joined Charles Harriman Smith & Associates, Minneapolis, tv and radio research consultant, as a vp.

Loos to 'Hollywood Citizen'

Carroll J. Loos, formerly manager of the farm advertising department of *Des Moines Register & Tribune*, has been appointed national advertising manager of the *Hollywood Citizen-News* and *Advertiser*.

Somora Joins WJBK

Sam Somora, formerly promotion manager of WXYZ, Detroit, has been named to the same post at WJBK, Detroit.

Circulation of U.S. Dailies in '60 Hit Record 58,240,065

PHILADELPHIA, March 7—Newspaper circulation in the U.S. reached a record high in 1960, according to the 93rd annual edition of N. W. Ayer & Son's "Directory of Newspapers & Periodicals," which will be published this month.

The 1961 Ayer directory, prepared with final 1960 population census tabulations, reports that the combined circulation of English-language dailies is now 58,240,065, an increase of 628,618 over 1959.

The nation's evening papers had a daily circulation of 34,774,886, up 50,000 from the previous year. Morning newspaper circulation rose 463,860 to 23,128,525. The nation's allday dailies climbed to 336,654, more than 100,000 over 1959. Sunday newspaper circulation increased 2,297 for a new record of 47,356,384.

■ Information in the new Ayer directory covers more than 21,600 newspapers and periodicals of all types published in the U.S. and its territories, Canada, Bermuda, Panama and the Philippines.

In 1960 the total number of dailies declined by four to 1,850. Counting both English-language and foreign-language dailies in this country, there are now 1,489 evening papers (a decline of eight), 352 morning papers (an increase of two), nine allday dailies (up two), and 569 Sunday papers (down two). ≠

ABC Films Names Fladell Agency, Hannah in Canada

ABC Films, New York, tv film distributor, has appointed Fladell, Harris & Breitner Advertising as its agency. Previously, ABC Films placed its ads directly, but its art production was handled by FRA Associates.

ABC Films also has named William D. Hannah, formerly general sales manager of MCA Canada, Canadian division manager, with headquarters in Toronto.

Atkinson Joins WJW-TV

Terrence C. Atkinson, formerly a sales representative of MCA-TV, has been named local sales manager of WJW-TV, Cleveland.

Court Awards $12 Damages in Civil Suit Against 'K. C. Star'

KANSAS CITY, March 7—Craig Siegfried, former publisher of the *Independence Daily News* and *Pictorial Shopper* and former owner of KIMO, radio station, and three associates last week were awarded treble damages in a civil anti-trust suit brought against the *Kansas City Star*.

The jury award of $12 in damages ($1 on each of four counts, trebled) was ordered by Judge Albert A. Ridge in federal district court.

Mr. Siegfried and his associates had sued for $7,350,000 in treble damages following the 1955 conviction of the *Star* in a criminal anti-trust case filed in 1953. The decision later was upheld by the appeals court and the Supreme Court.

■ The plaintiffs in the civil action—one of a number filed following the criminal proceedings—had contended that the *Star*, by refusing to run KIMO's listings in the daily's radio log, or to carry the listings as advertising at a rate reduced for frequency of insertion, had cut into the station's potential earnings, especially from national advertising. Similarly, it was charged, the *Star's* advertising monopoly had cost the Independence daily and the shopper large losses of revenue.

The court held, and the jury agreed, that the plaintiffs' revenue losses were unproved, since they were merely hypothetical and therefore "speculative."

(The KIMO call letters are now assigned to a radio station in Hawaii.) ≠

New Version of Caples' 'Tested Ad Methods' Is Issued

NEW YORK, March 9—A revised and enlarged edition of John Caples' "Tested Advertising Methods"—a volume first published in 1932, revised in 1947, and reprinted 14 times, hits the bookstalls on March 15.

Mr. Caples, the Batten, Barton, Durstine & Osborn vp who penned, "They laughed when I sat down at the piano," has written four new chapters for the 1961 revision. These are titled, "How to Put Enthusiasm into Advertising Copy," "28 Ways to Get More Inquiries from Your Advertising," "How to Make Small Ads Pay," and "17 Ways to Test Your Advertising."

The book also carries a new illustrated section called "15 Famous Ads." They include Claude Hopkins' "Film—the robber," for Pepsodent; Carl Spier's "To Peggy—for marrying me in the first place," for Hamilton Watch; Victor Schwab's "How to win friends and influence people," for the Simon & Schuster book by Dale Carnegie; and Max Sackheim's "Do you make these mistakes in English?" for the Sherwin Cody course in English.

■ Elsewhere, Mr. Caples covers such points as headline writing, how to write the first paragraph of copy, correct ways of writing copy, and how to appeal to the masses.

Harper & Bros. is bringing out the book at $6.95. ≠

Harwood to Adams & Keyes

Lee Harwood, formerly a vp of the Robert W. Orr division of Fuller & Smith & Ross, has joined Adams & Keyes, New York, as an account executive.

Chudacoff & Margulis Moves

Chudacoff & Margulis Advertising has moved to new offices at 1122 S. Robertson Blvd., Los Angeles.

Deliverers' Strike Leaves New York Magazine Hungry

NEW YORK, March 7—New Yorkers were confronted this morning by some empty newsstand racks where their favorite magazines usually appear, due to an area-wide strike by the Newspaper & Mailers Delivery Union.

Throughout the city, newsstand dealers reported issues of *Time*, *Life*, *U.S. News & World Report* and *The Saturday Evening Post* either not on hand or trickling in, behind schedule, via mail.

Virtually the entire magazine industry braced itself for expensive all-mail deliveries, should the round-the-clock efforts by a federal mediator fail to break the deadlock between the striking union and the Metropolitan Magazine Distributors Assn., whose seven members blanket New York's big population area.

■ The delivery squabble started March 3. Major disagreement factors include demands by the union that wholesalers standardize working conditions for its members. Until now, three wholesalers have worked route men on a four-days-out, one-day-in basis; the other four have worked men on a three-out and two-in schedule. The union is asking wholesalers for a full five-days-out basis and demanding that additional crews be hired for inside bundling and tying operations.

The union will settle for four-and-one "for everyone," a leading wholesaler predicted. "Money is not a big factor—it's the conditions. The route guys with good inside or outside working conditions don't want to give them up, that's all."

■ Meanwhile, it appeared that publishers had no alternative to the costly mail route. Some said their magazines would "be delivered today or tomorrow, depending on the post office."

Select Magazines Inc., which is the departmental circulation arm for McCall Corp., Meredith, *Popular Science*, *Reader's Digest* and Time Inc., newsstand sales, said that "weeks ago *Life* decided that, in the event of a strike, it would mail the magazines at any cost."

U.S. News & World Report said its copies were mailed from Dayton on March 4—a day after the strike began—and by late today *U.S. News* had "surprisingly achieved 85% of its normal circulation." From Philadelphia, Curtis Circulation Co. issued a formal statement saying that it "acknowledged the strike and was busy negotiating, but does not anticipate undue distribution hardship."

Officials from *Look* and *Newsweek* also were sitting in on negotiations with the union.

The wholesalers affected by route men's demands were Manhattan News Co.; Bronx County News Co.; Seljan News Co., which services Northern Queens County; Pacific News Co., Brooklyn; Bi-County News Co., Nassau and Suffolk counties; and Imperial News Co., which also covers part of Queens. ≠

Alexander Joins Goodrich

B. F. Goodrich Co., Akron, has established a corporate department of market planning to serve all of its divisions, and has named Gerard Alexander director of market planning, a new post. Mr. Alexander formerly was assistant marketing manager in the textile fibers department of E. I. du Pont de Nemours & Co.

ESPRESSO—*Green Giant Co., Le Sueur, Minn., is offering an Italian espresso coffee maker for $3.75 with two labels from any Green Giant product in this color spread in the April 14 Life and in color pages in The New Yorker and Sunset.*

R. J. Reynolds, Philip Morris Annual Reports Attribute Sales Gains to Their Advertising

WINSTON-SALEM, N. C., March 8—R. J. Reynolds Tobacco Co., reporting new highs in net earnings, sales and dividends in 1960, indicated in its annual report that "aggressive advertising support throughout the year contributed substantially to the achievement."

Compared with 1959, the company's biggest previous year, net earnings were up 16.5% and sales 10.2%. Dividends were increased for the seventh consecutive year.

Sales in 1960 were $1,418,260,858, an increase of $131,404,915 over 1959. Net earnings were $105,258,511, an increase of $14,900,856. Dividends totaled $49,126,226, the largest disbursement in the company's history.

As in the past, the company said, its ads were themed to greater smoking enjoyment.

Reynolds claimed three brand leaders: Camel (regular non-filter), Winston (king-size, filter) and Salem (menthol). Camel was intensively advertised to the theme, "The best tobacco makes the best smoke. Have a real cigaret, have a Camel!" Winston ads continued to emphasize "Filter-blend up front, ahead of the filter, where flavorful filter smoking begins." Salem combined the themes of springtime freshness and special high porosity paper in the message: "Salem refreshes your taste—air-softens every puff."

■ In support of these brands, Reynolds reported having used "a relatively new national medium," a four-color r.o.p. color newspaper campaign. This was a reference to the company's campaign launched last July.

Sales of Camel bucked the trend in the demand for regular non-filter brands, and gained in volume, the company said.

(In its cigaret sales report for 1960, *Business Week* said Pall Mall held its lead over Camel for the second straight year and, in fact, widened the lead [AA, Dec. 26, '60]. It showed '60 Pall Mall sales of 68.5 billion cigarets; Camel sales were given as 66.5 billion. *Business Week* also said Pall Mall sales were up 7% over 1959, Camel sales up 4.7%.)

■ Reynolds obtained a foothold in the European Common Market and a share in the expanding West German cigaret market last March, when its subsidiary, Reynolds-Neuerburg, acquired a 51% interest for $10,200,000 in Zigarettenfabrik Haus Neuerburg.

One of the Neuerburg brands, Overstolz, has been among the largest selling non-filter brands in West Germany for some years. Recently a new filter cigaret, Royal Star, was developed and was being test marketed in the Munich and Hanover areas. ≠

NEW YORK, March 7—Hard on the heels of two top competitors—P. Lorillard Co. and American Tobacco Co. (AA, March 6)—Philip Morris Inc. has reported its own faith in massive tv advertising.

The annual report for 1960, just published, states that "the strength of the advertising behind all company brands increased again in 1960."

On television, Marlboro sponsored National Football League games across the country on CBS-TV for the fifth consecutive year, in addition to the pro championship game and the runner-up bowl, both on NBC-TV.

Philip Morris reported that the ratings on its evening network shows indicated that the company "was realizing greater value consistently for each advertising dollar spent."

The company reported a "new dimension" in corporate advertising when it sponsored five public service programs on CBS-TV.

■ Philip Morris regarded the major marketing news of the year to be its king-size Commander. "Sales by the end of the year were running at a rate considerably ahead of Philip Morris long-size for comparable figures a year earlier," the company said.

As for other brands, the company reported:

• **Marlboro:** Volume well ahead of 1959. "Advertising for this brand continued to call attention to its full flavor and exclusive Selectrate filter, and it was obvious from the year's results that Marlboro delivered what the advertising promised." The brand was reported running about 10% ahead of 1959 in the last quarter of 1960.

• **Benson & Hedges** (recently moved out of Doyle Dane Bernbach Inc.) appeared during the third quarter in a redesigned packet. Sales were running ahead of the previous year in all markets. The company called it "America's largest-selling premium-price, premium-quality cigaret."

• **Alpine** (another ex-DDB brand): "Placed on the national market in the latter part of 1959, was the only one of a number of brands introduced by the industry that year to become firmly established."

• **Parliament:** "With the exclusive quarter-inch recess filter, increased its share of the high-filtration market. 'Every Parliament gives you an extra margin' was the advertising theme from which Parliament's several advantages were presented during the year to the public."

■ During 1960, exports of U.S. cigarets to Venezuela were halted, and, "according to plan," the company began to manufacture Philip Morris, Marlboro, Alpine and Parliament brands in its subsidiary, C. A. Tabaclera Nacional. "We also make and sell in Venezuela brands employing only tobacco grown in Venezuela," the report said.

Philip Morris also introduced Marlboro in West Germany under a manufacturing agreement with Brinkmann Co.

"Our overseas division also improved its position in France, Italy, Spain and Sweden, where Philip Morris and Marlboro are leading American-made brands, and in Switzerland, where Marlboro has a leading position.

"In Canada, we broke ground in Brampton, outside of Toronto, for a new ultra-modern cigaret factory for our wholly-owned subsidiary, Benson & Hedges (Canada) Ltd."

In Australia the company reported profits of about $500,000, with sales of both Philip Morris and Marlboro showing "encouraging trends at the year's end."

■ The company reported net sales of $506,412,000 in 1960. This was 1.6% greater than in 1959, when sales were $498,456,000. Net income was $20,984,000, compared with $19,590,000 the year before.

U. S. TOBACCO CITES DIVERSIFICATION MOVES

NEW YORK, March 8—U. S. Tobacco, reporting 1960 net sales of $38,232,452, said the keynote of the year was the diversification of the company's product base.

Last June the company acquired Tuckersharpe Pen Co., Richmond, Va. In August it took over Lummis & Co., Philadelphia manufacturer of packaged nuts and nut products. The company also acquired the right to manufacture most of the specialty cigaret brands for Stephano Bros., Philadelphia. As a result of these steps, Louis A. Bantle, president, predicted the company is "on the threshold of greater things."

Earnings for the year were $3,366,438. This was $174,603 less than in 1959, when sales were $32,319,382. ≠

Guernsey Van Riper, Dean of Indiana Admen, Dies at 81

INDIANAPOLIS, March 7—Guernsey Van Riper, 81, dean of Indiana admen and board chairman of Caldwell, Larkin & Sidener-Van Riper, died yesterday in Methodist Hospital.

Mr. Van Riper was co-founder, along with the late Merle Sidener, of the Sidener & Van Riper agency, which merged in 1955 with Caldwell, Larkin & Co. Messrs. Van Riper and Sidener both were city editors of the *Indianapolis Star* before forming their agency.

Guernsey Van Riper

Born in Muskegon, Mich., Mr. Van Riper moved to Anderson, Ind., in 1888. He attended DePauw University and came to Indianapolis in 1904 after having been a reporter on the old *Anderson Daily News* and the *Kokomo Dispatch*.

He later worked for the old *Indianapolis Journal*, the *Louisville Courier-Journal* and the *Indianapolis Star* before organizing The Publicity Corp., forerunner of Sidener & Van Riper, in 1910.

■ Mr. Van Riper served as president of the agency from 1938 until 1954, when he moved up to board chairman. He was succeeded by his son, Edward L. Van Riper.

Noted as a gifted writer and grammarian, Mr. Van Riper authored two books, "Words at Work" and "More About Words." A third book, "It Happened Like This," which deals with the founding of the agency and 50 years of advertising in Indiana, was published in 1959.

Last year, Mr. Van Riper was honored for his contributions to the ad field with silver medal awards from *Printers' Ink* and the Advertising Federation of America.

Deeply interested in music, Mr. Van Riper taught himself to play piano and several other instruments. He collaborated on a modern composition entitled "Escapade."

RICHARD A. OSBORNE

CINCINNATI, March 7—Richard A. Osborne, 35, assistant general sales manager of WLW-Radio, died today of a cerebral hemorrhage in Christ Hospital.

Born in Council Bluffs, Ia., Mr. Osborne attended Northwestern University and served in the U.S. Air Force. Prior to joining Crosley Broadcasting Corp. seven years ago, Mr. Osborne held sales positions with the *Chicago Tribune*; WPAY, Portsmouth, O.; WHKC, Columbus; and WCMI, Huntington, W. Va.

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Eastern Manager of Stanley Publishing Company, to

Vice President

Dick Bischoff has been in automotive publishing his entire career . . . the last 6 years as Eastern Manager of Stanley Publishing Company. The New York office at 51 East 42nd Street (Murray-Hill 2-7152) will be expanded during 1961 to double its present size with additions to the staff as well as staff facilities. Dick Bischoff understands all phases of advertising and marketing to the automotive industries and is well qualified to help with your sales promotion plans.

Stanley Publishing is the House of Sales-Queries® (Reader inquiries meaning sales).

SPC®
STANLEY PUBLISHING CO.
431 S. Dearborn St., Chicago 5, Ill.
WAbash 2-0636

Transportation Supply News
Fleet Product News
Jobber Product News & Jobber News
Jobber Product News Show Daily
JPN Directory and Buyers' Guide
Fleet Directory & TSN Buyers' Guide
Business Gifts and Awards

New York • Philadelphia • Cleveland
Detroit • Tulsa • Los Angeles
San Francisco • Portland

This 1919 Stanley Steamer is owned by the Stanley Publishing Company. It is the SPC "Mascot" . . . The "POWER" of the Stanley Publishing Action Newspapers today is comparable to the "Power" of the Stanley Steamer in its day.

VINYL-WELD presents VINYL RING BINDERS

NEW STYLES! NEW FEATURES! NEW LOW PRICES!

STANDARD 3-RING VINYL BINDER

Finest quality, hard-cover binder available! 3 Ring Metal, spring trigger action. 1" Capy.

ONLY $1.00

Other styles and capacities from 50c to $2.00

FREE! Your Company name and/or other copy imprinted on front cover (max. area 7"x5") with order of 100 or more binders.

Choice of RED, GREEN, BLUE, BLACK, TAN, BROWN VINYL. IMMEDIATE DELIVERY FROM STOCK! QUANTITY PRICES ON REQUEST

America's Largest Selection of Custom-Made Ring Binders!

Whatever your special requirements, we have the binder for you . . . color, size, unusual design . . . AT BUDGET MINDED PRICES!

WRITE: A-4

INDUSTRIAL PLANNING DIVISION
VINYL-WELD Products Inc.
225 West Huron Street Chicago, Illinois

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1960 49,928

HELP WANTED

Wanted: Industrial publicity writer. Freelance. Name and phone to
Box 4636, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CIRCULATION MANAGER
Chicago area publisher needs man (28-35) who knows publication audit procedures, fulfillment, renewals and promotion. Excellent growth potential with economically secure company. Send complete resume in first letter.
Box 4637, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ARTIST (COMMERCIAL) Familiar with the translation of layouts through art and copy preparation. Experienced in use of reproduction proofs, photographs, line art and flat color separation for offset and letterpress reproduction. An excellent opportunity with top quality, growing, well-established commercial printers located in Upstate New York. Excellent benefits. All replies treated in confidence. Send resume to
Box 4638, ADVERTISING AGE
630 Third Ave., New York 17, New York

$35,000 PLUS
PROMOTIVE ASSOCIATE
Wanted by developer of outstanding new consumer products.
Miami, Florida EMerson 1-2858
Box 4639, ADVERTISING AGE
630 Third Ave., New York 17, New York

Call Beth Turnbull
BARNARD PERSONNEL
220 S. State St., Room 910, WA 2-2306
for the right type of talent to face any art job.

FOOD
ACCT. MAN
Seeking top-flight A.E. with lots of experience in promoting supermarket distributed products. Must know mkting strategy, broker methods, new product techniques, media, consumer deals, and trade promos. $15-to-$20 thousand annually for right man on growth acct with growth agency in midwest. All replies confidential. Answer through intermediary if you prefer.
Box 4640, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MOLENE PERSONNEL SERVICE
publicity ..... editors
adv. managers ..... copywriters
Artists ... media ... production ... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
154 E. Erie St., SU 7-2255, Chicago.

HELP WANTED

WANTED—Copy chief for 4A agency in Pacific Northwest. Probably has had 5-10 years good agency experience and now wants chance to show his stuff. This office is branch of large national agency. It has doubled billings in last two years. Opportunity to advance career right on spot with good shot later at even bigger jobs in other branches on West Coast or elsewhere. State salary required in reply.
Box 27 Q 113, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

ADVERTISING AGENCY. WELL-QUALIFIED SECRETARY NEEDED BY TOP EXECUTIVE OF MEDIUM SIZE AGENCY. EXCELLENT SALARY. INTERESTING WORK. NEAR MICHIGAN AVENUE. **CALL MRS. CIAGLIA, FI 6-9077 FOR APPOINTMENT.**

CHICAGO AGENCY
SEEKS COPYWRITER
Some experience in foods desirable; talent for getting good work done on time, plus enough restlessness about the status quo to develop ideas even more so. If you think you're worth $6500 and willing to prove it, send us your resume, no samples.
Box 4641, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING SPACE SALES
Leading multiple publisher of export business papers has a good opening in Cleveland office covering the Ohio and Eastern Michigan territory. Send resume to:
Box 4642, ADVERTISING AGE
630 Third Ave., New York 17, New York

SWIMMING Pool News, national semi-monthly trade publication covering swimming pool contractors, equipment and supply manufacturers and dealers, wants two publishers reps. One to cover Chicago and one for Cleveland area. Write fully giving area you are now covering and books and trade books you represent. **Write: J. Fields, Swimming Pool Industry News, 356 S. Western Ave., Los Angeles 5, Cal.**

HELP WANTED

Editor with background or interest in construction for challenging position with building publication. Able to mingle with architects, contractors, engineers; bring in field-written stories with technical facts correctly, concisely presented; photos by editor or arranged for. Located Chicago, some travel. Unprecedented opportunity. Salary commensurate with experience and ability. Writing samples will be returned. Submit resume' to
Box 4658, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

GOOD MAN FOR THE JOB
Young man, 24, BJ deg., wants adv. job in layout, copy or research. No experience; hard worker. Knows field. Willing to start at bottom.
C. T. Morrison
311 Eldridge Ave., Rock Hill, Mo.

AGENCY ART DIRECTOR
10 years of experience. Creative, takes ideas thru to print. Knows production. Seeks A.D. or Assistant A.D. spot.
Box 4643, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

QUOTE: "ONE OF THE BEST YOUNG AD MEN IN YEARS!"
Please see Positions Wanted ad headlined "Contact?" for further information, etc.

VISUAL COMMUNICATIONS
Unique bg. in TV programming, Mot. Pix Prod. & A-V Aids. Inventive mind. Strong on accomplishments with team members. Best spot-Group head or Right hand man.
Box 4644, ADVERTISING AGE
630 Third Ave., New York 17, New York

AD EXEC with 8 years successful exp. big mail order firm, 3 yrs. newspaper. Freelance copy exp. Strong on copy and ideas, critical eye for art, typog. Do rough layouts. Good administrative back ground. Age 44, married. $9-10,000.
Box 4645, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PRIME AVAILABILITY
For the **advertiser** putting the major share of his budget into radio-television, Director of broadcast activity. Responsibility: coordination of broadcast activity with overall advertising program. Product allocation, program analysis, network negotiations, production supervision, film, live, tape, network and local. Merchandising and publicity for broadcast. Marketing knowledge.
Age 35. 10 years agency experience. Account executive for broadcast, varied accounts, foods, hard goods, paper. Ranging from $200,000 to $4 million. Two years with major tv network—production and sales. Energetic, experienced, creative, planner.
Box 4647, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CIRCULATION MANAGER
Thoroughly experienced all phases national business publications audit, promotion and fulfillment. Interested in change.
Box 4610, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

Do you need aggressive advertising salesman to sell space in Virginia and Carolinas? Experienced salesman with background in newspaper, radio, magazine sales, former head of own representative business, now semi-retired owner of small self-running business would like to get back selling print. If interested write
Box 4648, ADVERTISING AGE
630 Third Ave., New York 17, New York

Young, Creative, Ambitious copywriter, 4 yrs. exp. 2 public relations, 2 with medium size Detroit Agency. Experience includes copywriting, account supervision, radio & TV production & time buying on both local & national accounts. College graduate, willing to relocate, married.
Box 4649, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING, SALES PROMOTION SALES ADMINISTRATION.
Heavy background with two nationally advertised brands plus top retail store. Thoroughly experienced in advertising, sales promotion, interior sales administration, including market analysis. Resume available. New York area only.
Box 4650, ADVERTISING AGE
630 Third Ave., New York 17, New York

CONTACT?
Yng. San Fran. A.E. ex nat'l 4-A agency 5 yrs. exp. financial, indust., consumer contact needs unlimited challenge. Will move anywhere with agency or business. Ambitious, dynamic, imaginative as well as excels in detail. Please write for a current resume, etc. Thank you.
Box 4646, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Free-lance Graphic & Typographic Design Outstanding advertising & promotional campaigns—book & record jackets exceptional creativity—all media.
Box 4651, ADVERTISING AGE
630 Third Ave., New York 17, New York

REPRESENTATIVES WANTED

AGGRESSIVE SALESMAN TO PRESENT LEADING CLOTH ADVERTISING LINE & CUSTOM DESIGNED CREATIVE SELLING AIDS TO TOP MANAGEMENT EXCEL. COMM. BACKED BY NAT'L ADV.
Box 4652, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES AVAILABLE

Highly experienced, hard-working, responsible salesman seeking publication for eastern representation.
Box 4653, ADVERTISING AGE
630 Third Ave., New York 17, New York

Experienced Publisher's Rep. Chicago area. Available to represent additional pubs.
Box 4593, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ESTABLISHED MIDWEST REP seeks challenging industrial publication. Reason: Former publisher got so prosperous he has hired his own full time salesman. If you want results with integrity and honesty in your central states area, write:
Box 4654, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

SPECIALIZED NEWS AGENCY
Well known specialized N.Y. news agency, ideal for news man wanting own business. Net income at least $15G to owner-manager. Great potential; full investigation invited. Price $10G down, $20G payout.
Box 4629, ADVERTISING AGE
630 Third Ave., New York 17, New York

MISCELLANEOUS

MASTER PUBLICITY LIST
Get Results with Master List compiled by experienced ad, pr man. Tailored for indiv cos. Perfect for agencies, ad depts pr ops. Saves time, postage etc. Send list prods, mkts, type co. $4.95 per page. $10 with ord. Bal billed. Copies disc **WIGGIN ENTERPRISES 211 McAllister, Bellefonte Pa.**

WE NEED PHOTOSTATS AND MAILING SERVICES
Also offset platemaking, printing, in exchange for advertising in quality graphic arts magazine, Chicago location. Make your "down time" really pay off.
Box 4655, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

the copy shop
MU 3-1455
270 madison/ny 16
COPYWRITING STUDIO
Confidential Work
Add 26 copy experts to your staff—but not to your payroll—get a top creative team for a pre-agreed per-job fee.
Persuasive Communication any kind — any medium

PUBLICITY SUPERVISOR
for national manufacturer of residential, commercial and industrial products. Responsible for planning and execution of entire program, including contact and placement. Starting salary between $9,500 and $10,000. New York location.
Box 651, ADVERTISING AGE
630 Third Avenue, New York 17, New York

BEE STINGS WHALE
. . . POOR FISH DIES!
• Silly headline? I don't write 'em 'tho I tailor words to fit ideas; am no primadonna, but my copy sings. Am AAA-1 communicator seeking a few more clients for speeches, publicity, house organs, humor and books on freelance basis. Reasonable fee. Write AAA-1 IDEAS, 1515 N. Ogden Ave., Chicago 10, Ill.

ACCOUNT EXECUTIVES WITH BILLINGS!
NEW CLEVELAND AD AGENCY FORMING!
Bring your accounts where you can enjoy maximum participation with assured *legal protection*. Join this group of seasoned ad men. We have a dynamic growth concept that's basically sound—gives clients better service—sustains greater profits for all! Your reply held in strict confidence!
Box 643, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

DON HARRIS BELIEVES:
. . . that in today's savagely competitive advertising-marketing business there's less room than ever for men hard to distinguish from many others. (Does your resume explicitly, sufficiently, differentiate you? Would a supplement crisply citing examples of accomplishment differentiate you still more?) In this buyers' market, with steadily growing files, Don's needs increasingly are filled from them.
DON HARRIS, DIRECTOR
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson Blvd., Chicago WA 2-9400

OVERSEAS NEWSPAPERS AND PERIODICALS
ANNUAL $7.50 (+$3.00 Airpost)
464 pages of articles on foreign markets data on 3,000 newspapers and periodicals published in 137 countries.
Order today from:
PUBLISHING & DISTRIBUTING CO. LTD.,
Mitre House, 177 Regent Street,
London W.1, England

To a *Writer* who finds *The Wall Street Journal* as exciting as *Playboy:*

Well, maybe that's overstating the case a little. But, the fact is, we *are* looking for a writer who enjoys writing to business management men; and is expert at it.

If you're our man, you're just as likely to take *The Journal* home as *Ad Age*. You've had publication, advertiser, or agency experience in writing to industry about business and financial services. You instinctively know the right tone of voice for top-management-directed letters, booklets, brochures, house organs and speeches, as well as publication advertising.

If you're our man, we offer you the opportunity to work on promotion for one of America's great financial institutions whose growth and diversification make every day a challenging one for a good writer. You'll work at a 10-million-dollar, 4-A agency, with a good starting salary, profit-sharing, retirement fund, life insurance, stock participation plan, and a talented, friendly group of people.

Tell us about yourself (including salary expectations) in a top-management-type letter to:

LARRY O'NEILL, Vice President & Copy Chief
VAN SANT, DUGDALE & CO., INC.
15 E. Fayette St., Baltimore 2, Md.

ADVERTISING

The nation's number one advertising placement agency. We offer coast-to-coast service.

MEDIA MANAGER **$20,000**
Must have experience in all media on top level accounts—from foods to electronics. Excellent potential.

ACCOUNT EXECUTIVE **$13,000**
Requires solid bkgd. in packaged foods, to assist Sr. Account Executive. Can advance rapidly.

CREATIVE DIRECTOR **$18,000**
Will direct agency planning for consumer and industrial accounts. All media. Unusual opportunity.

COPYWRITER **$14,000**
Experienced writer in packaged goods. Can become copy supervisor for highly rated ad agency.

JR. COPYWRITER ..... **$ 8,000**
For expanding agency in Midwest. Mainly industrial accounts. Excellent potential.

Contact Betty Clem on above

★ ★ ★

ASSISTANT PUBLISHER ..... **To $20,000**
To become publisher of an Industrial Publication. Know how to promote space sales and manage salesmen. Some editing.

DIRECT MAIL **$10,000**
Background in book or educational material. Age to 35. Real opportunity.

ASSOCIATE EDITOR ..... **$ 8,000**
Trade publications experience. Some production and layout experience.

EDITOR (Female) ..... **$ 6,000**
Educational material for book, encyclopedia etc. Some research work. Good permanent spot.

REPORTER ..... **$ 5,200**
For Trade Publication. Young man with 2 or 3 years experience. Some newspaper background.

Contact Ed Winkels on above

★ ★ ★

DRAKE *PERSONNEL INC.*
29 East Madison Bldg., Chicago 2, Illinois
FInancial 6-8700

DIRECT MAIL—PUBLICITY—PUBLIC RELATIONS

One of America's leading welfare organizations needs another excellent man—or maybe a woman—to take on a top job in its P. R. department. Must be able to write well—daily news and feature material, direct mail. A lifetime opportunity of creative, satisfying work plus a really good salary awaits the person of experience and education. Location Chicago. Address Box 650, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

Mr. Publisher . . . How about Duluth?

Over 25 publications are now taking advantage of Duluth's efficient and economical magazine production facilities. In the last three months alone, seven major publications have moved to Duluth. There are many profitable reasons why you too, should consider Duluth for your publication printing.

Our city offers you the finest in graphic art facilities—including art, photoengraving, printing, and efficient mailing facilities.

We are ideally located geographically for publication distribution. There's no metropolitan post office delay here. We're served by seven railroads and 32 air flights daily. And our prices are low. Let's talk about it, may we — in complete confidence.

Duluth Industrial Bureau
Duluth 2, Minnesota

SALESMEN WITH IMAGINATION

to represent in the New York area, a well established highly regarded midwest producer of signs and displays. Customers (many nationally known) receive complete service, from idea conception to finished product. Assignment calls for persuasiveness, persistence and resourcefulness. Compensation based on draw vs comm. Our salesmen are accustomed to earning $8,000-$12,000 year.
Box AA 452, 125 W. 41st St., N. Y.

I Invest MILLIONS OF DOLLARS

annually in advertising and promotion for one of America's fastest growing grocery firms, with whom I've been for ten years. Aggressive but stable, my products have grown five times as fast as the industry.

Diversified experience in creative, top-level media, administration, selling and marketing. Will consider challenging, high level marketing position with manufacturer, agency or management consultant.

Box 645, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WOULD ACQUISITION OF A CHICAGO AGENCY HELP YOUR NEW BUSINESS DEVELOPMENT?

a. By bringing in midwest prospects who have been on the brink;
b. Help better service present clients.

As a consumer goods agency approaching 4 million dollar billing with a top creative and marketing oriented staff, we could be just such acquisition for a National agency in the 20 to 60 million bracket.

We are interested in discussing sale, merger or purchase. Principals only write in confidence to

Box 646, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ARE YOU OUR MAN?

Major oil company wants a man who can WRITE. Previous experience in house organ or publication writing especially desirable.

In addition to this know-how, the man we want will be writing copy for broadsides, folders, direct mail programs and consumer advertising. He will have a chance to develop point-of-sale displays. As he grows, he will work with our advertising agency on campaigns.

College graduate with at least five years of responsible experience preferred.

An exceptional opportunity to display versatility, creativity and initiative. Excellent possibilities for advancement.

Worth exploring! Just write a letter, in strict confidence of course, and sell us on why you think you are our man.

Send complete resume of education, experience, particular qualifications and salary requirements.

Box A 632, 125 W. 41 St., N.Y. 36

MR. PUBLISHER I'M YOUR WEST COAST MAN!

18 yrs. experience. Available to represent established publication with $1,000-plus page rate, or manage office of substantial publishing group. **Aaron Rothenberg, 8845 W. Olympic Blvd., Beverly Hills, Calif. OLeander 5-8730.**

Our 50th Year

A C EXEC.—oppty to become a c Supervisor—drug exp pref. $12,000
ASST. MDSG. MGR.—30-35 must have food bkgnd 10,000
COPYWRITER—industrial exp. req good potential Chi. agcy. 9,000
MANY MORE—MAIL RESUME
GLADER CORPORATION
110 S. Dearborn St., CHICAGO, Ill.
Phone: CEntral 6-5353

DO YOU NEED REPRESENTATION
IN CHICAGO?
FOR: • ADVERTISING • PUBLIC RELATIONS • SALES PROMOTION
WRITE: EDWARD F. PAZDUR, INC. 185 N. WABASH AVENUE CHICAGO 1, ILLINOIS
WRITE OR PHONE US FOR A BROCHURE ABOUT OUR SERVICES!

ADVERTISING MANAGER WANTED FOR MY JOB

Fast growing VOLKSWAGEN distributorship. Plan and administer regional and local advertising programs, Auto Shows, fairs, Sales Promotion and public relations. Some travel, some midnight oil, and a lot of fun. Best feature of job—the fine people you'll be working with and for. Man hired will probably be 25-35 with minimum of 5 years experience (not necessarily automotive). Send resume and salary requirements.

Box 649, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

FOR SALE: CHEAP 100,000 PRODUCT IMPRESSIONS

We'll personally place your client's advertising circular directly into the hands of up to one million Chicagoland wage earners at an unheard of cost of only 1¢ per individual. Phenomenal? Find out for yourself. Also, we offer to sample all or part of this group with your client's product. No charge for distribution if it is a suitable sample. What do you want distributed? Give details. Write or phone:

THILLENS, INC.
Industrial payroll check cashing service
2351 W. Devon Avenue
Chicago 45, Ill.
Phone: SH 3-5140

FREE Sample KNIFE and CASE
Imprint

New knife in plastic case is highly effective premium. Folks welcome it, keep and use it. Has safe, retractable, easily changed razor blade; twine cutter slot, hang-up hole. Ideal office knife. For home, store, factory . . . everything from seam ripper to package opener. Aluminum. So light it goes postage free as envelope enclosure. Low as 12¢. Free Sample.

THE HIGHSMITH CO., FORT ATKINSON 1, WIS.

ANOTHER HIGHSMITH *Mailable* PREMIUM

Wrigley Sales, Earnings Up

Wm. Wrigley Jr. Co., Chicago, reports worldwide net sales reached $100,546,259 in 1960, a gain of 8.6% over 1959. Net earnings for the year moved up to $10,250,083, a 1.4% increase over 1959. Unit production costs were up just slightly in 1960, but there was a substantial rise in advertising and merchandising costs, which is reflected in the total of selling, distribution and general administrative expenses, the company's annual report said.

Evans, McClure Moves

Evans, McClure & Associates, San Francisco, has moved its offices to 425 Bush St.

ART DIRECTOR TO $17,000

Strong possible administrative ability tied to tremendous creativity in contemporary design.

IDA FORTH MILLER
STEVENS ASSOC. AGENCY
1 E. 42nd Street, New York City

COPY CHIEF TO $30,000

Master copywriter who can get peak production from creative staff. Heavy marketing agency background in consumer products. Strong, persuasive, dynamic personality a must.

Ida Forth Miller
STEVENS ASSOC. AGENCY
1 E. 42nd Street, New York City

COPYWRITER WITH NATIONAL AGENCY

Wants to change jobs. 11 years solid experience in print, radio, TV; hard, soft lines. Journalism graduate '48; prof. societies.

Box 648, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

R&R Copy Studio

Will supply that extra writing "pro" for occasional or peak-time needs. Reportorial or feature, editorial or pr. Strong imaginative copy to any slant. Draw from exper. w. wire service, mag. editing, pr writing & counseling. Per-job rates; photog. contact services avail. Write:

R&R, 448 Armitage, Chicago 14, LI 9-2899

BIRCH Personnel Service, Inc.
The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

Fine, Fast, Fairly Priced Photography

pics photographers
DEARBORN 2-1067
187 NORTH LASALLE STREET CHICAGO 1, ILLINOIS
PUBLICITY CONVENTION COMMERCIAL INDUSTRIAL

ADVERTISING LAYOUT AND DESIGN

Rare opportunity for ART DIRECTOR to become associated with top-flight marketing group. Professional, crisp rough layout ability necessary. Relocate. Benefits. Salary Open. **For initial interview, call Mr. Wallner SU 7-8668.**

EVER HEARD OF A BACK MAN?
Agency or Manufacturer: Food or Drug Pkg. goods.

Here is an unusual opportunity. One . . or Two . . strong marketing Advertising executives to back up your organization *when they are needed* . .

This team offers you a complete marketing service . . Presentations . . . . Media . . . copy . . . client contact . . long range marketing plans . . New products . . . distribution timing . . . discussion . . budgets . .

Yes we are the back men you need, if you are the right client. We are available within your budget. contact us in complete confidence . . .

Box 647, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

Bozell & Jacobs Effects Merger with Phil Gordon Agency

CHICAGO, March 8—Bozell & Jacobs has merged with Phil Gordon Agency.

Dan Smith and Philip W. Abrams, president and exec vp, respectively, of the Gordon agency, will join Bozell & Jacobs as vps and members of the agency's plans board. They also will head a specialized direct selling and mail order group and provide a national newspaper classified advertising department.

Don Smith

Philip Abams

The Gordon agency has some 32 accounts, most of them based in this city, which will move over to Bozell & Jacobs. The Gordon agency, which has specialized in the mail order and direct selling fields, was founded in 1923 by the late Phil Gordon, who died in 1951. #

San Francisco Adclub Honors Arlett, Kemper

Arthur M. Arlett, director of public relations and office manager of Hoefer, Dieterich & Brown, and Lucrezia Kemper, vp, Albert Frank-Guenther Law, have been named Advertising Man and Woman of the Year by the San Francisco Advertising Club.

Mr. Arlett joined Hoefer, Dieterich in 1956 as office manager and account executive. Mrs. Kemper joined Albert Frank-Guenther Law in 1940.

Presenting- your message to over 177,000 marketing men and women for as low as $5 per ad!

Complete coverage. Quick action. Low cost. That's why it pays to run your classified ad in Advertising Age. Try it!

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of **$18.75** per column inch, and card discounts, size and frequency apply.

I am enclosing $_____

My Name_____

Street_____

City_____ Z___ State_____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

WANTED: OUR BREED OF SALESMAN

It is our belief that, while many men do a fine job selling merchandise the customer can see and touch, it takes a special type of salesman who can successfully sell the most elusive of all commodities—the services of an advertising medium.

One of America's leading newspapers has a challenging and rewarding position open to a salesman who wants an advertising sales career representing this newspaper in a large Eastern Metropolitan market. We have in mind a man who is capable of assimilating a wealth of factual statistics and other sales information; who has the imagination to make such statistics come alive, and the native intelligence to translate them into specific benefits for the advertiser.

Such a salesman should have the background of successful product or service selling experience built upon a sound education. If you are the special breed we have in mind, write and give full details about yourself, your background and your aspirations. We'll review your informative letter with an open mind—and with an open salary, too.

Box 644, ADVERTISING AGE
630 Third Avenue, New York 17, New York

'Inquirer' Offers Agency Rate

The *Philadelphia Inquirer* has established a special rate for advertising agency house promotion. The new rate of $1.25 per line daily represents a 22% discount from the newspaper's national flat rate of $1.60. The rate applies to advertising clearly designed to promote an agency's values and services and is not commissionable.

Ironrite Boosts Clancy

Ironrite, Mount Clemens, Mich., has promoted Lee Clancy, formerly advertising and sales promotion manager, to national sales manager of Ironrite ironers. Clay Armitage, formerly Mr. Clancy's assistant, has been named to succeed him. Marc Van Buskirk, formerly vp of ironer marketing, has resigned.

New London is 2nd Household Market For Automotive In Connecticut

Accelerate your Automotive sales in big-buying New London, Connecticut! Sales per household are $1504* . . . 2nd among all cities of 25,000-or-over in Connecticut. The Day gives you plenty of low-cost market mileage of 98% city zone coverage.

* SM '60 Survey

The Day

NEW LONDON, CONNECTICUT

National Representatives:
JOHNSON, KENT, GAVIN & SINDING, INC.

This Week in Washington . . .

Advertising's Cause Hurt by Lack of Communication with the White House

By Stanley E. Cohen
Washington Editor

WASHINGTON, March 9—So far, there are no established lines of communication between the new administration and advertising. President Kennedy's fierce attack on the outdoor industry last week is a sample of what may face other segments of advertising unless there is a successful effort soon to "bridge the gap."

In view of the anti-Madison Ave. sloganeering of the Democrats in the past, and the pro-Republican proclivities of most admen, the coolness is understandable. If it goes on, however, it will be costly to the government, the industry and the public.

■ In the past, two kinds of contacts existed. One was an advertising advisory committee at the Department of Commerce, which was supposed to provide an exchange of information on policymaking problems. The other was a White House liaison, to channel the government's public service programs to the Advertising Council.

At the moment, the Commerce Department's advertising advisory committee is in a state of suspension. Before long, the committee may once again exist. But it may not exist unless it can be redesigned in more productive form.

■ In the past the committee has been composed of trade association people, who worked largely with relatively junior officials of the department. Some of the newcomers in the department think the committee was preoccupied with pet lobbying projects of the assorted trade associations which sat in its meetings. If the committee is re-established, it will probably be composed largely of people who are actually engaged in advertising.

If government policymakers are to be fair and equitable in their treatment of advertising, a line of communication must be reopened to provide them with information about advertising's legitimate needs.

The President's attack on billboards demonstrates why organized communication between government and admen is important. Although the message literally declares war on "a handful of national advertisers" who allegedly enjoy "a windfall" from billboards erected along the new interstate highway system, there is no indication that the outdoor industry ever had an opportunity to provide its version of the true state of affairs.

■ According to the industry, the most aggressive efforts to prevent the adoption of state laws to control the erection of signs along the highways come from local business men who fear they will be damaged if the right to advertise is curtailed. Yet the President talks only about "a handful of national advertisers" and tells the Congress that it may be necessary to see that they pay for the privilege they enjoy.

The need for close liaison between the White House and the ad industry on public service programs may be even more pressing than the need for communication on matters of policy. In view of the crusading spirit of the new administration, even the long established public servite activities of the advertising industry may diminish in value unless government and admen act soon to examine their mutual interests.

■ The new administration has taken office with the firm belief that this country is putting forth less than its best effort. There was more than one sign last week that the administration will have little patience with those who seem to be operating at cross purposes to its aims.

Since Inauguration Day, the administration has emphasized its determination to provide a sense of "purpose" for the American people.

Admen can disagree with the President's evaluation of the present state of affairs and still sympathize with his hope of instilling new respect for honest labor, honest quality and idealistic effort. Unless the ad industry's relationships are established relatively soon, however, irritation and hostility—on both sides—can easily develop.

Admen hardly need to be reminded of the views held by certain of the President's advisors, who believe that advertising diverts money from vital purposes to frivolous ends. Measured against those views, consider the implication of this comment by the President this week, in a telecast on the Peace Corps which he taped with Mrs. Franklin D. Roosevelt. Registering his pleasure at the warm response to the Peace Corps from young people, he observed: "With all the emphasis on the life of ease which we hear so much about in this country, I think the fact that this response has come forward is one of the most encouraging things I have seen."

■ On his part, the President has been stating quite frankly the standards of behavior he hopes to encourage in America. In his telecast on the Peace Corps, he exclaimed, "I think it can do something here at home in turning our attention to public service, national service, instead of our own pursuits."

Similarly, in a telecast which he taped to mark the 25th anniversary of *Life*, the President pointed out that "the great organizations of communication in this country have an obligation and a responsibility unequaled in our national life and basic to our national future."

■ Because our nation is based on majority rule, its success depends on an informed majority, he explained. "It will be our responsibility as a people to make sure that 25 years from tonight the great republic of the United States is still preserved, still secure, still strong, still purposeful."

Although the President has these very lofty goals which are surely shared by responsible people throughout the advertising industry, so far his administration has made no serious effort to make sure that a mechanism exists so that these goals can be supported to a maximum extent through the valuable communications facilities which advertising offers for public service messages.

For nearly 20 years, the industry has supplied literally hundreds of millions of dollars in talent and facilities for public service causes. All that is required from the government is that it designate a responsible official to identify the programs that need attention.

■ In the immediate past, the government's contact with the Advertising Council required about half the time of one member of the White House staff. The value received by the government varied almost directly with the amount of imagination which the White House liaison expert brought to his job.

At the moment, the responsibility of utilizing this immensely valuable information channel has been temporarily turned over to a busy White House lawyer who has a lot of other more appealing matters on his mind. Until the responsibility is vested in an individual who can give it the attention that it deserves, nothing very fruitful is likely to occur.

Already there are signs that even the cordial relationship between the government and the Advertising Council can be damaged when they are out of step with each other.

Last Thursday, for example, the council held a press conference here to unveil its anti-recession "Confidence in America" campaign. The council seemed to be surprised to find that Commerce Secretary Luther Hodges, who was on hand for the ceremony, was somewhat less than ecstatic with the material that was on display.

■ The council's campaign necessarily skirts political controversy. So it skips over today's recession, and looks enthusiastically to the future, talking of the new jobs that will be created by today's research and by the new automatic machines that will be going into production.

At the moment, however, Secretary Hodges is preoccupied with the problems of the displaced workers in such places as South Bend and Detroit who are on the street partly because of the automated machinery already created by yesterday's research. The adman's rosy promise of the future was clearly a bit too glib for his constitution. ≡

BEER AND FASHIONS—*Present at a fashion presentation conducted by Vogue for members of the St. Louis Women's Shoe Manufacturers and their agencies were Robert L. Davenport (left), St. Louis representative of Vogue, and Melvin F. Roman, president, Roman Advertising Co.*

AMA Sponsors 8th Annual Awards Program Contest

The American Marketing Assn., Chicago chapter, has announced its eighth annual awards program, designed to give recognition to people living or working in the Chicago area who submit articles, papers or reports which make "especially meritorious contributions to the advancement of science in marketing"—and—to make these works available to the chapter membership. Entries from all fields are eligible, but their contribution to the advancement of the science of marketing must be clearly and easily discernible. Deadline for submission of entries is April 15.

Galbraith, Hoffman Adds Two

Galbraith, Hoffman & Rogers, New York, has been named to handle advertising for the new line of luggage to be introduced this spring by Sardis Luggage Co., Sardis, Miss. Galbraith, Hoffman also has been named to handle advertising for Swan Shoe Co., Baltimore.

Ad Clinic #22

(a transparent device to get you to read this Sheraton ad)

by Ivy Leake

Be specific

NOW 26,000 SHERATON HOTEL ROOMS

Chances are Sheraton has a few more or less rooms than the pat 26,000 figure stated in the headline.

Consumers want facts, not generalities.

SHERATON HOTELS

Yeah, but — the truth is — we've both missed the boat. It's closer to 27,000, what with the new Sheraton-Baltimore Inn, the new Diamond Head Wing of our Princess Kaiulani Hotel on Waikiki Beach and the new Sheraton-Tel Aviv, now under construction. If you'd like to know *everything* (room-wise) about Sheraton (and if you'd like to help us check the pull of this ad), send for free, 104-page Sheraton Booklet. Write: **Sheraton Corp., Ad Age Ad #22, 470 Atlantic Ave., Boston, Massachusetts.**

Is Editorial Opinion Favorable?

Press Clippings can keep you informed of popular misconceptions that need to be corrected . . . or can help you ride a wave of popular support. You can invest your public relations and institutional advertising dollars effectively and intelligently when you know what the editors of the nation are thinking and saying. Interested in learning how we can serve you?

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

Researchers O.K. 1st Nielsen Media Service Report

(Continued from Page 1)

concluded that medium vs. medium comparisons would be of limited value without a measurement of the performance of the advertisements themselves within each medium.

■ However, a top research executive who had examined the first report this week described the benefits of the report.

He said that a unique feature of the service is that now, for the first time, an advertiser who used both the Nielsen readership and viewing services can find out what happens with these media in the same homes. It will show him what duplication of reach he is getting, etc.

He also pointed out that this is the first time the total audience of some of the 12 magazines had been measured (the magazines are *The American Weekly, Better Homes & Gardens, Good Housekeeping, Ladies' Home Journal, Life, Look, McCall's, Parade, Reader's Digest, The Saturday Evening Post, This Week Magazine* and *True Story*).

■ The report gives the following data for the magazines: Average issue audience for the entire U.S. by age groups and by market divisions. These figures are further broken down in terms of family income and education of head of house; family size and age of head of house; presence of children in the home and age of children; by county size; by territories; and in terms of cumulative audiences and frequency. In addition, each category has three similar tables reporting on (1) all adults, (2) on men; and (3) on women, who have read the magazines.

■ Here are some of the data reported by Nielsen for each magazine:

The American Weekly—Reaches 12,319,000 adult homes, 23.2% of all U.S. homes, with an average of 1.5 adult readers, and representing 18,265,000 adult readers, or 16.2% of all U.S. adults. This audience consists of 8,050,000 men and 10,215,000 women. It reaches 19% of the lower income family group; 26.1% of the middle income group; and 25.7% of the upper income group.

Better Homes & Gardens—Reaches 12,054,000 homes, 22.7% of all U.S. homes, with an average of 1.2 adults, for a total of 14,746,000 adult readers, or 13.0% of all U.S. adults. Men, 3,944,000; women, 10,802,000. It reaches 14.8% of lower income families; 24.3% of middle income homes; and 35% of upper income homes.

Good Housekeeping—Reaches 10,193,000, or 19.2% of all U.S. homes, having an average of 1.1 readers, with a total of 11,533,000 adult readers, 10.2% of all U.S. adults. Men, 1,729,000; women, 9,804,000. It reaches 12.2% of the lower income group; 21.5% of the middle income group; and 28.2% of the upper income group.

Ladies' Home Journal—Reaches 11,629,000 homes, 21.9% of all homes, with 1.1% adult readers, or a total of 13,181,000, representing 11.7% of all U.S. adults. Men: 1,675,000; women, 11,506,000. It reaches 14.5% of lower income families; 23.4% of middle income homes; 33.6% of upper income homes.

Life—Reaches 20,178,000 homes, or 38% of all U.S. homes, with an average of 1.4 adults, or a total of 28,344,000 adult readers, representing 25.2% of all U.S. adults. Men: 14,372,000; women, 13,972,000. It reaches 25.2% of lower income families; 45.3% of middle income families; and 49.1% of upper income families.

Look—Reaches 17,258,000 homes, or 32.5% of all U.S. homes. Average number of adult readers: 1.4, with total adult readers of 23,608,000, or 21% of all adults. Men: 12,102,000; women 11,506,000. It reaches 24.9% of lower income families; 35.5% of middle income families; 42% of upper income families.

McCall's—Reaches 11,257,000 adult homes, 21.2% of all U.S. homes, with an average of 1.1 adult readers and 12,932,000 total adult readers, or 11.4% of all U.S. adults. Men: 1,837,000; women, 11,095,000. It reaches 15.9% of lower income families; 23.6% of middle income families; and 27.1% of upper income families.

Parade—Reaches 10,301,000 homes, or 19.4% of all homes, with 1.6 adult readers average, or a total of 16,497,000, 14.7% of all U.S. adults. Men; 7,456,000; women, 9,041,000. It reaches 11.7% of lower income families; 23.5% of middle income families; 26.5% of upper income families.

Reader's Digest—Reaches 20,231,000 adult homes, or 38.1% of the U.S. total, with an average of 1.5 adult readers, or a total of 30,429,000, 27% of all U.S. adults. Men, 14,696,000; women, 15,733,000. It reaches 24.9% of lower income families; 42.8% of middle income families; 54.7% of upper income families.

The Saturday Evening Post—Reaches 14,815,000 adult homes, or 27.9% of all U.S. homes, with an average of 1.3 adult readers, or 19,886,000, 17.7% of all adults. Men, 9,671,000; women, 10,215,000. It reaches 20.8% of lower income families; 29.2% of middle income families; 39% of upper income families.

This Week Magazine—Reaches 14,284,000 adult homes, or 26.9% of all U.S. homes, with an average of 1.5 adult readers, 21,550,000 adults, or 19.1% of all U.S. adults. Men, 10,103,000; women, 11,447,000. It reaches 18.8% of the lower income families; 31.1% of the middle income families; and 34.9% of the upper income families.

True Story—Reaches 5,098,000 adult homes, or 9.6% of all U.S. homes, with an average of 1.2 adult readers, 6,179,000 adults, or 5.5% of all U.S. adults. Men, 1,189,000; women, 4,990,000. It reaches 10.9% of the lower income families; 9.6% of the middle income families; 7.3% of the upper income families. =

Binney & Smith Names Lampros Ad Director

George Lampros has been appointed director of advertising and sales promotion of Binney & Smith, New York, manufacturer of Crayola crayons. Mr. Lampros has been with the company since 1957 as manager of consumer research.

George Lampros

Prior to joining Binney & Smith, he was with National Biscuit Co. for five years as consumer research supervisor.

Lars Ekwurzel Joins Persons

Lars Ekwurzel, formerly a copy group head of McCann-Marschalk, has joined Persons Advertising, New York, as creative director.

Champion Spark Plug Company offers you the trip of a lifetime!

Win your own airliner ...plus $5,000.00 and crew for 2 weeks spending money!

CREW AND ALL—*This is the magazine spread Champion Spark Plug will use in magazines to introduce its colossal contest.*

Champion Puts $837,488 in Ads for Big Contest

(Continued from Page 1)

prizes will go to the first wholesaler salesmen to connect with each of the winning retailers—an inducement to get the contest off to a fast start. The distributor—the man who sells to the wholesaler—will have a crack at one of five 1961 automobiles in still another phase of the contest. And to complete the marketing cycle, Champion is conducting a separate internal contest for its own sales force of some 210 men.

■ To support the $1,350,000 "Trip of a Lifetime" contest, Champion will spend $837,488 in magazine advertising during March, April and May. Consumer ads break April 11, opening day of the contest, with a second series in May to remind the consumers of the May 31 closing. Already, a series of four-page warmup ads to stimulate jobbers and wholesalers is appearing in March issues of the trade press.

The contest budget will not borrow from Champion's regular "image-building" advertising, which will continue to run in national print media. According to J. Walter Thompson Co., Champion's agency, the traditional monthly "leadership" campaign is designed to get the motorist to think of Champion when his car won't start and he is forced to buy new plugs. The contest is planned as an action getter to produce both immediate and long-range results. With its far-reaching marketing aspects, the contest is a departure from Champion's usual approach.

■ Here's the way it works: When a motorist get his plugs checked at a gasoline station, garage or service center, he gets an entry blank from the attendant. The entry form includes five hard-sell messages about Champion (Sample: "More aircraft the world over use Champion spark plugs than all other brands combined. The spark plug that has proved itself best, where lives depend on performance, is best for your car, too.").

The motorist then selects the message he thinks best, and in the time-honored 25 words or less, tells why. This is designed to force him to read the entire Champion sales pitch.

The "open hood policy" (in connection with the plug inspection) also will deliver some on-the-spot sales, according to JWT. The agency quotes a recent survey that shows that 46 out of 100 cars on the road need new plugs.

■ Champion and Thompson have solicited the cooperation of original equipment manufacturers, oil companies, parts distributors and tire companies for the contest. With all these field sales forces in operation, a single gasoline station could have as many as eight or ten wholesalers pushing Champion plugs.

Parts and accessory groups vying for prizes include American Motors, Studebaker-Packard, Ford division, Lincoln-Mercury division, Ford tractor & implement division International Harvester, White Motor Co. and Massey-Ferguson. B. F. Goodrich, General Tire & Rubber Co., Atlas Marketers and Western Auto also are participating.

Oil companies include Gulf, Cities Service, Mobil, Phillips, Richfield, Signal, Standard of Ohio, Sun, Tidewater (East) and Tidewater (West).

Nearly 354,000 counter kits, each with 100 entry blanks, have been ordered by the various wholesale and jobber groups.

■ Consumer ads will run in *Farm & Ranch, Farm Journal, Hot Rod, Life, Look, Mechanix Illustrated, Motor Life, Motor Trend, Parade, Popular Mechanics, Popular Science, Progressive Farmer, Reader's Digest, Road & Track, The Saturday Evening Post, Sports Cars Illustrated,* and *Successful Farming.* The total consumer budget is $767,676.

Dealer ads are running in *Automotive News, Automotive Service Digest, Exhaust, Gasoline Retailer, Motor, Motor Age, Motor Service, Motor West, Northern Automotive Journal, Service Station Management, Southern Automotive Journal,* and *Super Service Station.*

For the wholesale level, ads are running in *Jobber Product News, Jobber Topics,* and *National Petroleum News.* =

Douglass to Leave Bates to Form Marketing Consultancy

James C. Douglass, administrative vp of Ted Bates & Co., New York, will leave the agency at the end of April to form his own company, which will serve as an international market consultant to manufacturers interested in expanding overseas. With Bates for eight years, Mr. Douglass has been in charge of the agency's international expansion.

Mr. Douglass said he was not at liberty to reveal the names of his initial clients, but his company, James Douglass Co., is expected to service one or more of the companies on the Bates roster. The company will have offices in New York and Geneva, Switzerland. Bates said J. Ross MacLennan will assume responsibility for international operations.

Three Join Donahue & Coe

Paul Lenett, formerly advertising manager of Chadbourn Gotham Inc., has joined Donahue & Coe, New York, as account executive on the American Enka account. Donahue & Coe also has named Warren Donahue, formerly copy director of Erwin Wasey, Ruthrauff & Ryan, copy chief and Silvia Galanti, formerly head librarian of U.S. Testing Co., research librarian.

$1,000,000 Oliver Account Shifts to Fuller & Smith

(Continued from Page 1)

Buchen "much reason for the change."

In a press release, Mr. White stated that "one of the advantages of this new affiliation will be the ability to analyze the needs of the changing market. We will then put our sales effort behind the Oliver products best suited for the market and attempt to achieve a strong competitive position."

■ Following is the memo issued to Buchen personnel by Mr. Morgan: "It is with deep regret that we announce the severance of our relationship with Oliver after serving this account for 30 years. The thing that makes this announcement most unpleasant is that the team on Oliver has done an amazingly good job and everyone at Oliver is delighted with it.

"As you know, the Oliver Corp. was recently purchased by White Truck in Cleveland and Sam White was put in as president (Sam White is in no way related to anyone at White Motor Co.). The only reason he gives us for the change is 'change for change's sake.' The Oliver account will be handled by Fuller & Smith & Ross, which incidentally, is the agency that handles the parent company."

■ White Motor Co. bought Oliver Corp. last November and Mr. White, who formerly was president of Oliver International, became president of Oliver Corp., succeeding Alva Phelps. Fuller & Smith & Ross, Cleveland, has been White Motor's agency for some time.

Despite the fact that Buchen is generally credited with doing an excellent advertising job for Oliver over the past three decades, the agency ran into some trouble just a year ago (AA, March 14, '60), when Oliver called in a number of other agencies in a review of its ad program. The agencies which made presentations at the time included F&S&R; Compton; Biddle Co.; Marsteller, Rickard, Gebhardt & Reed; and Waldie & Briggs. Buchen weathered that storm, however, and retained the account—an unusual development.

F&S&R will handle the account out of its Chicago office. Harold Hayes, vp of the agency and president of the Chicago Agricultural Advertising Assn., has been named group head.

The $1,000,000 Oliver account represents about one-twelfth of Buchen's total billings.

MALLINCKRODT TO BUCHEN ADVERTISING

St. Louis, March 8—The industrial chemicals division of Mallinckrodt Chemical Works has appointed Buchen Advertising, Chicago, as its agency, effective June 7.

H. George Bloch Inc., Clayton, Mo., is the previous agency of record. Jordan, Sieber & Corbett, Chicago, will continue to handle the rest of Mallinckrodt's advertising. =

Schaffner Agency Sold

Charles Schaffner Advertising, New Haven, has been bought by Robert E. Marshall and the name has been changed to Marshall Advertising Agency. Mr. Marshall has been chief account executive and assistant to the agency owner since 1956. Mr. Schaffner has retired after 29 years heading his agency.

Liggett & Myers Sales Drop 2.1%

(For news of 1960 reports by other tobacco marketers see stories on Page 101.)

NEW YORK, March 9—Net sales of Liggett & Myers Tobacco Co. declined 2.1% in 1960, dropping from $554,936,026 in 1959 to $543,712,587 last year.

According to the annual report just published, the major portion of this decline took place in the first nine months of the year.

For the year as a whole, substantial gains were reported for king-size Chesterfield and king-size L&M. Chesterfield regulars, however, continued to decline, though at a considerably slower rate.

In a brief comment on the company's ads and sales promotion, the report said that "one of the primary objectives of the advertising and sales departments is to make the same sales message which is used in print and on tv and heard on the radio also visible in hundreds of thousands of retail outlets."

■ Last year the Oasis package and carton were redesigned with a new oasis scene. The report said: "This scene is highly suggestive of the characteristics of the product —freshness, coolness, mildness." The Chesterfield carton was also given a fresh look. "Gold trim has been added to give richness and heighten its consumer appeal," the report said.

L&M's earnings after taxes for 1960 amounted to $28,708,895 compared with $30,038,689 in 1959. =

How FOODS and DRUGS get Extra SalesWallop from WSPD Radio-Toledo's No. 1 Salesclerk

WSPD in-store-merchandising in depth — the only program of its kind in this $355,103,000* market for food products — sells foods! Sells drugs! Supports and extends the terrific sales impact of advertising on Toledo's dominant station . . . Converts more listeners into buyers.

Ask your Katz Representative for the latest eye-opening Pulse figures and complete details on WSPD's merchandising program. He'll help you select the most persuasive time for your product.

*Annual food sales in WSPD's circulation area

WSPD-Radio NBC • TOLEDO
a STORER station
National Sales Offices:
625 Madison Ave., N. Y. 22
230 N. Michigan Ave., Chicago 1

WS-7

Top Award to K&E as Mexico Marks Its 1st Advertising Week

MEXICO CITY, March 10—Admen in Mexico climaxed the country's first Advertising Week with the presentation today of the traditional Teponaztli awards for the best 1960 advertising in each of several categories.

"A better life, thanks to advertising" was the theme of the observance, which was sponsored by Asociacion Nacional de la Publicidad, A.C., Mexico's national ad association. Roundtable discussions were held during the week.

The agency winning the most awards was Kenyon & Eckhardt de Mexico. It won six, including the most important one. First-place winners included:

Best over-all campaign: Kenyon & Eckhardt de Mexico, for Kodak Mexicana **Best newspaper campaign:** Walter Thompson de Mexico, for Ford Motor Co. **Best magazine campaign:** Kenyon & Eckhardt de Mexico, for Celorey. **Best newspaper ad:** Kenyon & Eckhardt de Mexico, for La Provincial. **Best magazine ad:** Young & Rubicam de Mexico, for Estebrook pens. **Best radio commercial:** Noble Advertising S.A., for Skippy peanut butter. **Best tv commercial:** McCann-Erickson de Mexico, for Du Barry.

Other awards were given for the best direct mail, display and outdoor advertising. =

Hart Opens Own Offices

John T. Hart has formed his own agency, Hart Advertising Co., with offices at 34 N. Brentwood, Clayton, Mo. Mr. Hart was formerly a partner and founder of Lynch & Hart Advertising Co.

Do you wonder

. . . if premiums will help solve your merchandising problems?

. . . if you can increase your sales with premiums?

. . . if incentive merchandising can be profitable in any phase of your marketing set-up?

You Can Get the Answers

to these and other questions you may have regarding merchandising through premiums when you attend

28th annual National Premium Buyers Exposition

. . . hub of the premium and incentive merchandising industry

NAVY PIER • CHICAGO
APRIL 10-11-12-13, 1961

• *Buyers of premiums and incentive merchandise and those who plan sales and marketing programs can register now by writing*

A. B. COFFMAN ASSOCIATES
Exposition Managers
28 East Jackson Blvd.
Chicago 4, Illinois
Phone: WEbster 9-0980

NPBE is under the auspices of the Premium Advertising Association of America, Inc.

NOW! EAT YOUR MEASURED CALORIE DIET!

First from Foremost: a complete solid meal containing only 300 calories

Forti-cal Diet Salad

DIET—*Foremost Dairies, San Francisco, is using newspaper ads like this to introduce its Forti-cal Diet Salad (AA, March 6).*

Admen, Not Politics, Will Determine Ad Field's Fate: Weir

NEW YORK, March 9—Despite the Schlesingers and the Galbraiths, "The acceptance of advertising in our economy, and its continued use, are less dependent on the will or the whims of the party in power than upon the principles and practices of those of us engaged in advertising."

This was the opinion voiced today by Walter Weir, chairman of the executive committee of Donahue & Coe. He spoke at a meeting of the Hundred Million Club.

"As advertising maintains the confidence of the American public," he added, "it will continue to function as a useful arm of our economy. Once it loses that confidence, however, no matter how productive it may have been in the past, it will be undone, outmoded and discarded—for without the confidence of the people it addresses, advertising could not possibly prove effective."

■ In Mr. Weir's view, the purpose of advertising is not to make a sale but to "induce a person to look into the possible advantages of buying and using a particular product or service."

He called advertising "essential" and described it as "the child of size and complexity" rather than the child of free enterprise. "Advertising, under one name or another, is practiced in all complex societies. There is no other way of conducting trade," he said. =

Oral B Sets Campaign

Oral B Co., San Jose, Cal., will use a four-color ad on the third cover of the April issue of *Sunset Magazine* to kick off a new campaign. Four-color ads are also scheduled in future issues of *Co-Ed, Coronet, Family Circle, Ladies' Home Journal, Parents' Magazine, Reader's Digest* and *Seventeen.*

Imprinting Service

Let us personalize your national advertising by imprinting it with the names, addresses, and trade marks of local distributors. We handle tabloids, magazines catalogs, booklets and folders in runs of all sizes.

SERSEN'S IMPRINTING INC.
120 So. Sangamon St.
CH 3-2050 Chicago 7, Ill.

Top 15 Canadian Magazine Advertisers, 1960

(Source: Magazine Advertising Bureau of Canada)

	Company	1960 Investment	1959 Investment	1959 Standing
1.	General Motors of Canada	$687,094	$625,649	2
2.	Canadian Breweries	470,696	628,885	1
3.	General Foods	424,666	217,919	12
4.	John Labatt Ltd.	388,066	321,256	5
5.	Joseph E. Seagram & Sons	326,480	371,131	3
6.	Distillers Co. (Can.)	286,864	329,288	4
7.	H. Corby Distillery	258,760	276,389	6
8.	Hiram Walker & Sons	245,750	231,495	9
9.	Canadian Canners	238,030	193,884	20
10.	Chesebrough-Pond's (Canada)	232,883	30,056	185
11.	W. & A. Gilbey (Canada)	231,447	218,195	11
12.	Molson's Brewery	215,385	234,988	8
13.	Kraft Foods	205,316	165,763	22
14.	Canadian General Electric Co.	205,292	203,460	17
15.	Coca-Cola	203,472	204,669	15

GM, Lorillard to Sell Moms via Daytime TV

(Continued from Page 3)

daytime backers for two years on CBS.

■ The cigaret maker who is looking toward the ladies as a potential source of sales gains is P. Lorillard Co. Spring mentholated cigarets will carry eight minutes weekly scattered throughout ABC-TV's daytime schedule starting April 3. This is the first major push for this brand since Grey Advertising took over the account. The 26-week drive is budgeted at about $450,000.

This form of television was chosen because women are said to be the heaviest users of menthol cigarets.

The scattered Spring commercials will not appear on three programs—"Camouflage," "Number Please" and "American Bandstand." The first two are out because the program emcees, Don Morrow and Bud Collyer, are associated with other cigaret brands, and the third because of the teen age association.

■ If Lorillard wishes, it can make use of the personal selling services of other ABC emcees, including Ben Alexander, of "About Faces," Johnny Carson, on "Who Do You Trust," and Jack Bailey, of "Queen for a Day."

The added plus of personality selling is getting strong emphasis currently, especially from NBC, which is giving wide circulation to the results of a fall, 1960, study made on the subject.

An O'Brien-Sherwood Associates survey of 1,000 housewives in 20 markets found the majority of viewers to 16 daytime shows on the three networks to be in a highly receptive frame of mind for the commercials. Most of them termed the commercials "agreeable," and usually honest and accurate. More than one out of two viewers said they have tried products they learned about on these shows.

■ Video personalities came in for a strong endorsement from viewers. Here, naturally, NBC was mainly concerned with getting reactions to its own combination emcee-salesmen. A high percentage of the viewers found the NBC daytime team of quiz masters and interviewers to be friendly, a credit to their sponsors, interesting, and lucid, helpful salesmen. And there were indications that the fans of Joanne Jordan, Hugh Downs, Jan Murray, Bill Cullen and the rest, value their personal endorsement.

Since General Motors' plans are still in the formative stage, it's too soon to say which of the divisions, if any, will make use of the personality salesmen. =

Delson Packaging Is Deceptive, Says Court in Reversal

(Continued from Page 1)

likely areas of investigation.

In the Delson case FDA was making its first effort to revitalize the "slack fill" law, after a series of pre-World War II court setbacks. While the Delson case went to trial first, FDA also seized packages of candy marketed by two Delson competitors: Terry Candy Co., Elizabeth, N. J., and Deran Confectionery Co., Cambridge, Mass.

■ In its discussion of the "slack fill" law last week, the appeals court said the question to be considered is whether the container would be likely to mislead the ordinary purchaser.

It noted that the lower court ruled there was no proof that purchasers expected any particular number of mints. In remanding the case, the court said the question wasn't whether the purchaser expected a particular number, but whether he expected more of the box to be filled.

It drew an analogy with a person who buys a crate of apples and finds it half filled. He may not have expected any particular number of apples, but he was deceived because he expected to get a full crate.

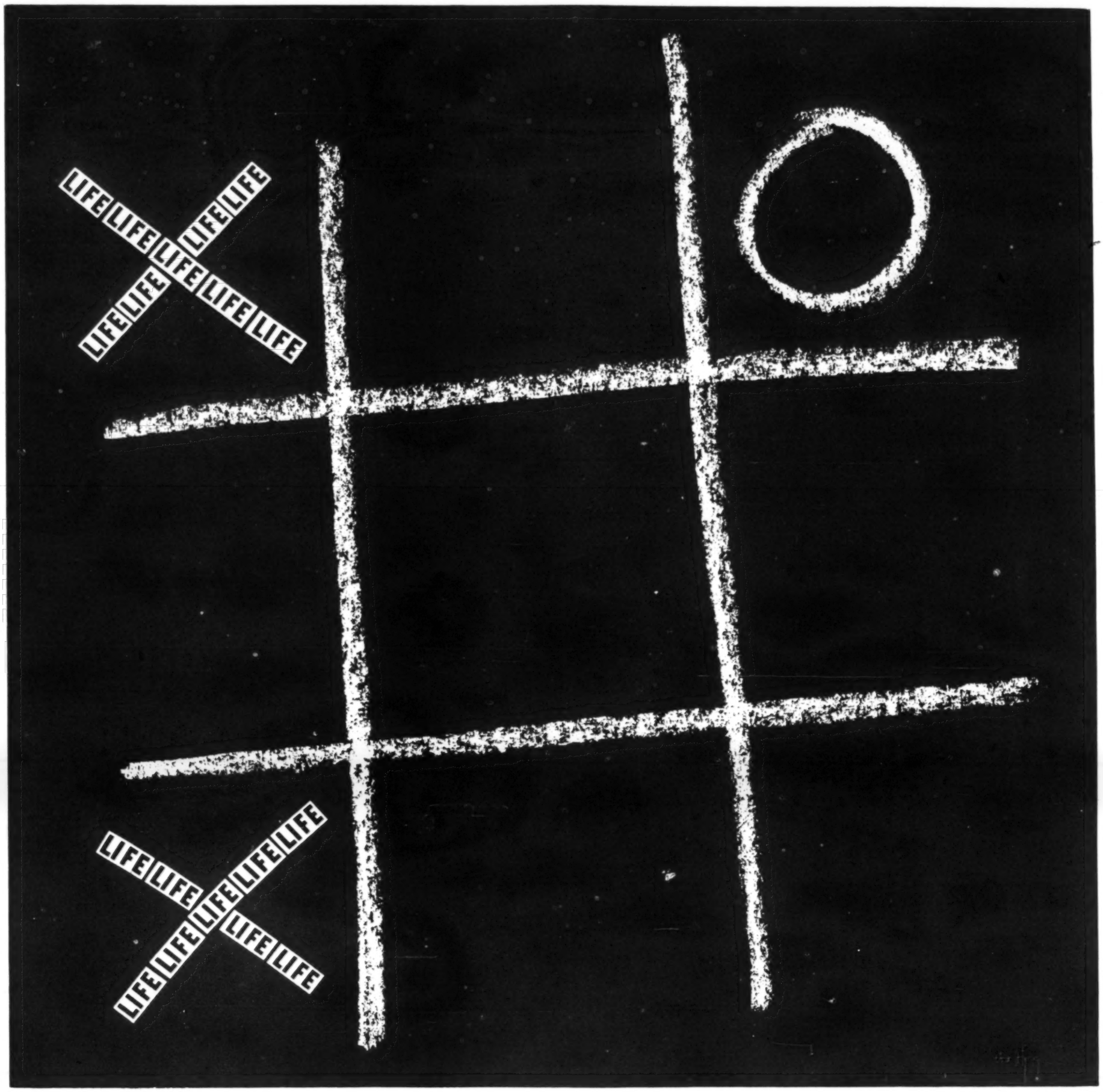
If Delson could show that the dividers it used were essential for protection of the product, the package might still be justified, the appeals court said. "But safety considerations, before they can be held to justify a slack package, must be shown to be reasonably necessary in the light of alternative methods of safeguarding the contents," it said.

To illustrate its point, the court cited a crate of eggs. Some padding is necessary, it said, but a 2" padding of cotton around each egg would be excessive.

■ Arguing that the trial court must find that the container's efficacy outweighs its deceptive quality, the appeals court found: "The U.S. does not argue that the box had to be packed tight. It had argued that Delson mints could have been packed tighter and yet could have been safe, while not misleading the consumer." =

Hoyt Appoints Two

Theodore S. Watson Jr., a vp of Charles W. Hoyt Co., New York, has been elected a director of the agency. Edith Hauber, formerly with Leo Burnett Co., has joined Hoyt as a creative executive.


LIFE LIFE LIFE LIFE LIFE
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TIC-TAC-TOE—19 in a row. That's how many years LIFE has led in advertising revenue. Still, in their current ads, other magazines claim to be chalking up a big lead. Like any game, the magazine business has *one* winner . . . just *one*. That winner is LIFE . . . because LIFE reaches the biggest quality audience each week. (See charts.) That's why in 1960, advertisers invested $79 million more in LIFE than in Look, $33 million more than in The Saturday Evening Post.

IT PAYS TO SELL WITH ADVERTISED IN **LIFE**

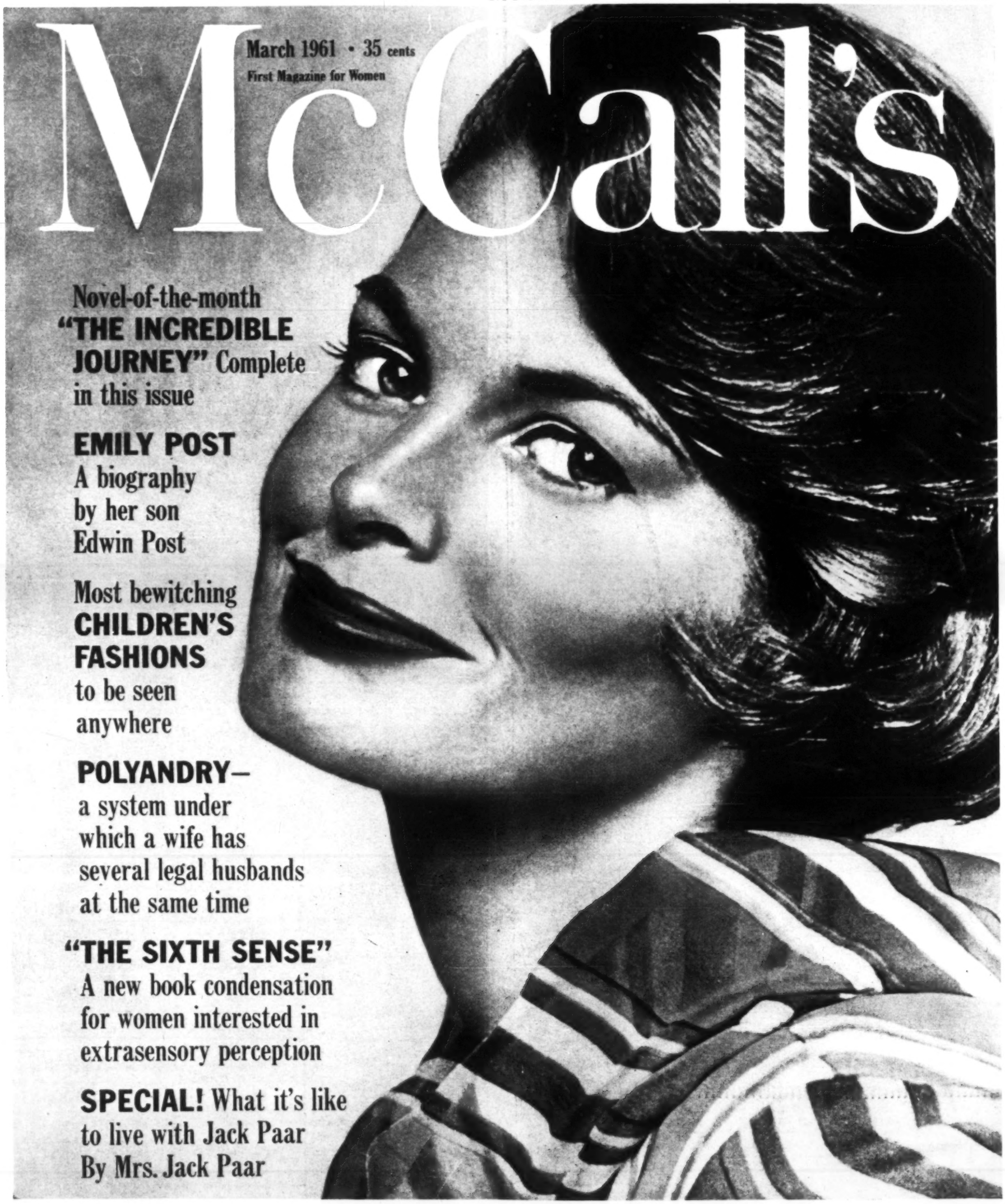
Average Issue Household Audiences	
LIFE	**18,950,000**
Look	**16,850,000**
Post	**13,250,000**

(SOURCE: 1959 LOOK HOUSEHOLD STUDY)

Individuals from $7,000-and-over households	
LIFE	**11,150,000**
Post	**8,400,000**
Look	**8,400,000**

(SOURCE: 1959 POST/DIGEST STUDY)

FIRST QUARTER REPORT: The magazine most wanted by the most women continues in its growing appeal to advertisers. First quarter stride: total ad revenue up 34% over the same period of '60, a two-million-dollar rise for an all-time first quarter high of $8,318,000. Ad linage also rose above last year's first quarter. And March issue ad revenue climbed 15% over the spectacular gain of last March. In the print courtship of women, follow the leader, first in their affections: **McCALL'S—FIRST MAGAZINE FOR WOMEN**


McCall's
March 1961 • 35 cents
First Magazine for Women
Novel-of-the-month
"THE INCREDIBLE JOURNEY" Complete in this issue
EMILY POST
A biography by her son Edwin Post
Most bewitching CHILDREN'S FASHIONS to be seen anywhere
POLYANDRY—
a system under which a wife has several legal husbands at the same time
"THE SIXTH SENSE"
A new book condensation for women interested in extrasensory perception
SPECIAL! What it's like to live with Jack Paar
By Mrs. Jack Paar